ADVERTISING RESEARCH

23. Advertising and Industry Sales: An Empirical Study of the West German Cigarette Market ..... *Peter S. H. Leeflang and Jan C. Reuijl*
No. 4, Fall 1985, pp. 92–98

24. The Advertising Budgeting Practices of Industrial Marketers ..... *Vincent J. Blasko and Charles H. Patti*
No. 4, Fall 1984, pp. 104–110

25. Advertising Substantiation and Advertiser Response: A Content Analysis of Magazine Advertisements ..... *John S. Healey and Harold H. Kassarjian*
No. 1, Winter 1983, pp. 107–117

26. Causes of Irritation in Advertising ..... *David A. Aaker and Donald E. Bruzzone*
No. 2, Spring 1985, pp. 47–57

27. Comments on "The Impact of Advertising on the Price of Consumer Products" ..... *James M. Ferguson*
No. 1, Winter 1982, pp. 102–105

28. Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer ..... *Jacob Jacoby, Margaret C. Nelson, and Wayne D. Hoyer*
No. 1, Winter 1982, pp. 61–72

29. The Distraction Hypothesis and Radio Advertising ..... *James E. Nelson, Calvin P. Duncan, and Nancy T. Frontczak*
No. 1, Winter 1985, pp. 60–71

30. The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach ..... *Gerald J. Gorn*
No. 1, Winter 1982, pp. 94–101

31. Effects of Time Compression on Attitudes and Information Processing ..... *Mary Jane Rawlins Schlinger, Linda F. Alwitt, Kathleen E. McCarthy, and Leila Green*
No. 1, Winter 1983, pp. 79–85

32. French-English Canadian Subcultural Consumption Differences ..... *Charles M. Schaninger, Jacques C. Bourgeois, and W. Christian Buss*
No. 2, Spring 1985, pp. 82–92

33. Information Response Models: An Integrated Approach ..... *Robert E. Smith and William R. Swinyard*
No. 1, Winter 1982, pp. 81–93

34. Judgment Based Marketing Decision Models: Problems and Possible Solutions ..... *Dipankar Chakravarti, Andrew Mitchell, and Richard Staelin*
No. 4, Fall 1981, pp. 13–23

35. A Means-End Chain Model Based on Consumer Categorization Processes ..... *Jonathan Gutman*
No. 2, Spring 1982, pp. 60–72

36. On Miscomprehending Televised Communication: A Rejoinder ..... *Jacob Jacoby and Wayne D. Hoyer*
No. 4, Fall 1982, pp. 35–43

37. Reply to "Comments on 'The Impact of Advertising on the Price of Consumer Products'" ..... *Paul W. Farris and Mark S. Albion*
No. 1, Winter 1982, pp. 106–107

38. Selected Effects of Salesperson Sex and Attractiveness in Direct Mail Advertisements ..... *Marjorie J. Cabellero and William M. Pride*
No. 1, Winter 1984, pp. 94–101

39. Sensitivities of Market Segments to Separate Advertising Strategies ..... *Arch G. Woodside and William H. Motes*
No. 1, Winter 1981, pp. 63–73

40. Subliminal Advertising: What You See Is What You Get ..... *Timothy E. Moore*
No. 2, Spring 1982, pp. 38–47

41. Viewer Miscomprehension Findings Are Measurement Bound ..... *Richard W. Mizerski*
No. 4, Fall 1982, pp. 32–34

42. Viewer Miscomprehension of Televised Communication—A Comment ..... *Gary T. Ford and Richard Yalch*
No. 4, Fall 1982, pp. 27–31

43. Viewer Miscomprehension of Televised Communication: Selected Findings ..... *Jacob Jacoby and Wayne D. Hoyer*
No. 4, Fall 1982, pp. 12–26

AWARD ANNOUNCEMENTS

Alpha Kappa Psi Foundation Award:

44. No. 3, Summer 1981, p. 219

45. No. 3, Summer 1982, p. 9

46. No. 3, Summer 1983, p. 7

47. No. 3, Summer 1984, p. 7

48. No. 3, Summer 1985, p. 9

Harold H. Maynard Award:

49. No. 3, Summer 1981, p. 219
50. No. 3, Summer 1982, p. 9
51. No. 3, Summer 1983, p. 7
52. No. 3, Summer 1984, p. 7
53. No. 3, Summer 1985, p. 9

CONSUMER BEHAVIOR

54. American Jewish Ethnicity: Its Relationship to Some Selected Aspects of Consumer Behavior — *Elizabeth C. Hirschman*
No. 3, Summer 1981, pp. 102–110

55. Analyzing Fashion Life Cycles—Principles and Perspectives — *George B. Sproles*
No. 4, Fall 1981, pp. 116–124

56. Behavioral Learning Theory: Its Relevance to Marketing and Promotions — *Michael L. Rothschild and William C. Gaidis*
No. 2, Spring 1981, pp. 70–78

57. A Clarification and Extension of Operant Conditioning Principles in Marketing — *J. Paul Peter and Walter R. Nord*
No. 3, Summer 1982, pp. 102–107

58. Cohort Analysis: An Aid to Strategic Planning — *Fred D. Reynolds and Joseph O. Rentz*
No. 3, Summer 1981, pp. 62–70

59. A Comment on Capon and Lutz's Model and Methodology for the Development of Consumer Information Programs — *Dan Sarel*
No. 3, Summer 1983, pp. 103–107

60. Consumer (Mis)Perceptions and Usage of Third Party Certification Marks, 1972 and 1980: Did Public Policy Have an Impact? — *Michael V. Laric and Dan Sarel*
No. 3, Summer 1981, pp. 135–142

61. Consumer Satisfaction with Michigan's Container Deposit Law— An Ecological Perspective — *Lawrence A. Crosby and James R. Taylor*
No. 1, Winter 1982, pp. 47–60

62. Consumer/Voter Behavior in the Passage of the Michigan Container Law — *Lawrence A. Crosby, James D. Gill, and James R. Taylor*
No. 2, Spring 1981, pp. 19–32

63. Consumers' Decision Plans and Subsequent Choice Behavior — *C. Whan Park, Robert W. Hughes, Vinod Thukral, and Roberto Friedmann*
No. 2, Spring 1981, pp. 33–47

64. Consumers' Prior Experiences and Perceptions in Auto Repair Choice — *Gabriel J. Biehal*
No. 3, Summer 1983, pp. 82–91

65. Coping with Stagflation: Voluntary Simplicity — *Avraham Shama*
No. 3, Summer 1981, pp. 120–134

66. Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer — *Jacob Jacoby, Margaret C. Nelson, and Wayne D. Hoyer*
No. 1, Winter 1982, pp. 61–72

67. Deceptive and Nondeceptive Consequences of Evaluative Advertising — *Terence A. Shimp and Ivan L. Preston*
No. 1, Winter 1981, pp. 22–32

68. The Development of Distinct Choice Process Segments Over Time: A Stochastic Modeling Approach — *Donald R. Lehmann, William L. Moore, and Terry Elrod*
No. 2, Spring 1982, pp. 48–59

69. The Distraction Hypothesis and Radio Advertising — *James E. Nelson, Calvin P. Duncan, and Nancy T. Frontczak*
No. 1, Winter 1985, pp. 60–71

70. The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach — *Gerald J. Gorn*
No. 1, Winter 1982, pp. 94–101

71. The Effects of Reference Prices in Retail Advertisements — *Edward A. Blair and E. Laird Landon, Jr.*
No. 2, Spring 1981, pp. 61–69

72. Effects of Time Compression on Attitudes and Information Processing — *Mary Jane Rawlins Schlinger, Linda F. Alwitt, Kathleen E. McCarthy, and Leila Green*
No. 1, Winter 1983, pp. 79–85

73. French-English Canadian Subcultural Consumption Differences ..... *Charles M. Schaninger, Jacques C. Bourgeois, and W. Christian Buss*
No. 2, Spring 1985, pp. 82–92

74. A General Approach to Product Design Optimization Via Conjoint Analysis ..... *Paul E. Green, J. Douglas Carroll, and Stephen M. Goldberg*
No. 3, Summer 1981, pp. 17–27

75. Hedonic Consumption: Emerging Concepts, Methods, and Propositions ..... *Elizabeth C. Hirschman and Morris B. Holbrook*
No. 3, Summer 1982, pp. 92–101

76. The Information Overload Controversy: An Alternative Viewpoint ..... *Naresh K. Malhotra, Arun K. Jain, and Stephen W. Lagakos*
No. 2, Spring 1982, pp. 27–37

77. Information Response Models: An Integrated Approach ..... *Robert E. Smith and William R. Swinyard*
No. 1, Winter 1982, pp. 81–93

78. Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior ..... *Sidney J. Levy*
No. 3, Summer 1981, pp. 49–61

79. The Market for Generic Brand Grocery Products: A Review and Extension ..... *Martha R. McEnally and Jon M. Hawes*
No. 1, Winter 1984, pp. 75–83

80. A Marketing Audit Using a Conceptual Model of Consumer Behavior: Application and Evaluation ..... *Alice M. Tybout and John R. Hauser*
No. 3, Summer 1981, pp. 82–101

81. The Marketing of Consumer Information ..... *Noel Capon and Richard J. Lutz*
No. 3, Summer 1983, pp. 108–112

82. Marketing Science in Germany ..... *Franz Böcker*
No. 1, Winter 1981, pp. 169–172

83. Marketing Theory of the Firm ..... *John A. Howard*
No. 4, Fall 1983, pp. 90–100

84. Marketing's "Scarlet Letter": The Theory and Practice of Corrective Advertising ..... *William L. Wilkie, Dennis L. McNeill, and Michael B. Mazis*
No. 2, Spring 1984, pp. 11–31

85. A Means-End Chain Model Based on Consumer Categorization Processes ..... *Jonathan Gutman*
No. 2, Spring 1982, pp. 60–72

86. Measure Unreliability: A Hidden Threat to Cross-National Marketing Research? ..... *Harry L. Davis, Susan P. Douglas, and Alvin J. Silk*
No. 2, Spring 1981, pp. 98–109

87. Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study ..... *Marsha L. Richins*
No. 1, Winter 1983, pp. 68–78

88. The New Demographics and Market Fragmentation ..... *Valarie A. Zeithaml*
No. 3, Summer 1985, pp. 64–75

89. A Note on Generic Purchaser Generalizations and Subcultural Variations ..... *Robert E. Wilkes and Humberto Valencia*
No. 3, Summer 1985, pp. 114–120

90. Relational Communication: Form versus Content in the Sales Interaction ..... *Gary F. Soldow and Gloria Penn Thomas*
No. 1, Winter 1984, pp. 84–93

91. A Role Theory Perspective on Dyadic Interactions: The Service Encounter ..... *Michael R. Solomon, Carol Surprenant, John A. Czepiel, and Evelyn G. Gutman*
No. 1, Winter 1985, pp. 99–111

92. Selected Effects of Salesperson Sex and Attractiveness in Direct Mail Advertisements ..... *Marjorie J. Caballero and William M. Pride*
No. 1, Winter 1984, pp. 94–101

93. Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement ..... *Mark E. Slama and Armen Tashchian*
No. 1, Winter 1985, pp. 72–82

94. Sensitivities of Market Segments to Separate Advertising Strategies ..... *Arch G. Woodside and William H. Motes*
No. 1, Winter 1981, pp. 63–73

95. Situational Effects on the Consumption of Time ..... *Jacob Hornik*
No. 4, Fall 1982, pp. 44–55

96. Subliminal Advertising: What You See Is What You Get ..... *Timothy E. Moore*
No. 2, Spring 1982, pp. 38–47

97. A Theoretical and Empirical Evaluation of Price Deals for Consumer Nondurables ..... *Robert C. Blattberg, Gary D. Epen, and Joshua Lieberman*
No. 1, Winter 1981, pp. 116–129

98. A Theoretical Model for the Study of Product Importance Perceptions ..... *Peter H. Bloch and Marsha L. Richins*
No. 3, Summer 1983, pp. 69–81

99. Understanding the Bases of Parental Concern and Reaction to Children's Food Advertising ..... *Sanford L. Grossbart and Lawrence A. Crosby*
No. 3, Summer 1984, pp. 79–92

100. Using Background Music to Affect the Behavior of Supermarket Shoppers ..... *Ronald E. Milliman*
No. 3, Summer 1982, pp. 86–91

CONSUMERISM

101. Advertising Regulation in the 1980s: The Underlying Global Forces ..... *J. J. Boddewyn*
No. 1, Winter 1982, pp. 27–35

102. Advertising Substantiation and Advertiser Response: A Content Analysis of Magazine Advertisements ..... *John S. Healey and Harold H. Kassarjian*
No. 1, Winter 1983, pp. 107–117

103. Causes of Irritation in Advertising ..... *David A. Aaker and Donald E. Bruzzone*
No. 2, Spring 1985, pp. 47–57

104. Consumer Complaints and Managerial Response: A Holistic Approach ..... *Alan J. Resnik and Robert R. Harmon*
No. 1, Winter 1983, pp. 86–97

105. A Framework for Evaluating Consumer Information Regulation ..... *Michael B. Mazis, Richard Staelin, Howard Beales, and Steven Salop*
No. 1, Winter 1981, pp. 11–21

106. Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study ..... *Marsha L. Richins*
No. 1, Winter 1983, pp. 68–78

107. On Miscomprehending Televised Communication: A Rejoinder ..... *Jacob Jacoby and Wayne D. Hoyer*
No. 4, Fall 1982, pp. 35–43

108. Unit Pricing Ten Years Later: A Replication ..... *David A. Aaker and Gary T. Ford*
No. 1, Winter 1983, pp. 118–122

109. The Vicious Circle of Consumer Complaints ..... *Claes Fornell and Robert A. Westbrook*
No. 3, Summer 1984, pp. 68–78

110. Viewer Miscomprehension Findings Are Measurement Bound ..... *Richard W. Mizerski*
No. 4, Fall 1982, pp. 32–34

111. Viewer Miscomprehension of Televised Communication—A Comment ..... *Gary T. Ford and Richard Yalch*
No. 4, Fall 1982, pp. 27–31

112. Viewer Miscomprehension of Televised Communication: Selected Findings ..... *Jacob Jacoby and Wayne D. Hoyer*
No. 4, Fall 1982, pp. 12–26

EDUCATION

113. Marketing in the United Kingdom ..... *Peter Doyle*
No. 2, Spring 1981, pp. 161–164

114. Preparing the Student for a Career in a Rapidly Developing Field: A Review of Three Sales Management Textbooks ..... *Adrian B. Ryans*
No. 4, Fall 1981, pp. 146–149

115. A Prospectus for Theory Construction in Marketing ..... *Richard P. Bagozzi*
No. 1, Winter 1984, pp. 11–29

FORECASTING

116. Analyzing Fashion Life Cycles—Principles and Perspectives ..... *George B. Sproles*
No. 4, Fall 1981, pp. 116–124

117. The Bass New Product Growth Model: A Sensitivity Analysis for a High Technology Product ..... *Douglas Tigert and Behrooz Farivar*
No. 4, Fall 1981, pp. 81–90

118. Commentary on "Judgment Based Marketing Decision Models" ..... *John D. C. Little and Leonard M. Lodish*
No. 4, Fall 1981, pp. 24-29

119. Factors Affecting Coupon Redemption Rates ..... *David J. Reibstein and Phyllis A. Traver*
No. 4, Fall 1982, pp. 102–113

120. Forecasting Acceptance of New Industrial Products with Judgment Modeling ..... *Jerome E. Scott and Stephen K. Keiser*
No. 2, Spring 1984, pp. 54–67

121. Judgment Based Marketing Decision Models: Problems and Possible Solutions ..... *Dipankar Chakravarti, Andrew Mitchell, and Richard Staelin*
No. 4, Fall 1981, pp. 13–23

122. Measuring the Quantity and Mix of Product Demand ..... *Gordon A. Wyner, Lois H. Benedetti, and Bart M. Trapp*
No. 1, Winter 1984, pp. 101–109

123. The New Demographics and Market Fragmentation ..... *Valarie A. Zeithaml*
No. 3, Summer 1985, pp. 64–75

124. New Product Models for Test Market Data ..... *Chakravarthi Narasimhan and Subrata K. Sen*
No. 1, Winter 1983, pp. 11–24

GOVERNMENTAL AND REGULATORY ASPECTS

125. Advertising Regulation in the 1980s: The Underlying Global Forces ..... *J. J. Boddewyn*
No. 1, Winter 1982, pp. 27–35

126. The American Export Trading Company: Designing A New International Marketing Institution ..... *Daniel C. Bello and Nicholas C. Williamson*
No. 4, Fall 1985, pp. 60–69

127. The AT&T Settlement: Legal Summary, Economic Analysis, and Marketing Implications ..... *Ben M. Enis and E. Thomas Sullivan*
No. 1, Winter 1985, pp. 127–136

128. A Checklist of Questions for Firms Considering a Vertical Territorial Distribution Plan ..... *Saul Sands and Robert J. Posch, Jr.*
No. 3, Summer 1982, pp. 38–43

129. A Comment on Capon and Lutz's Model and Methodology for the Development of Consumer Information Programs ..... *Dan Sarel*
No. 3, Summer 1983, pp. 103–107

130. Consumer (Mis)Perceptions and Usage of Third Party Certification Marks, 1972 and 1980: Did Public Policy Have an Impact? ..... *Michael V. Laric and Dan Sarel*
No. 3, Summer 1981, pp. 135–142

131. Consumer Satisfaction with Michigan's Container Deposit Law— An Ecological Perspective ..... *Lawrence A. Crosby and James R. Taylor*
No. 1, Winter 1982, pp. 47–60

132. Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer ..... *Jacob Jacoby, Margaret C. Nelson, and Wayne D. Hoyer*
No. 1, Winter 1982, pp. 61–72

133. Credit Scoring Systems: A Critical Analysis ..... *Noel Capon*
No. 2, Spring 1982, pp. 82–91

134. Deceptive and Nondeceptive Consequences of Evaluative Advertising ..... *Terence A. Shimp and Ivan L. Preston*
No. 1, Winter 1981, pp. 22–32

135. The Diffusion of Trade Association Advertising Self-regulation ..... *Priscilla A. LaBarbera*
No. 1, Winter 1983, pp. 58–67

136. The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach ..... *Gerald J. Gorn*
No. 1, Winter 1982, pp. 94–101

137. The Effects of Reference Prices in Retail Advertisements ..... *Edward A. Blair and E. Laird Landon, Jr.*
No. 2, Spring 1981, pp. 61–69

138. A Framework for Evaluating Consumer Information Regulation ..... *Michael B. Mazis, Richard Staelin, Howard Beales, and Steven Salop*
No. 1, Winter 1981, pp. 11–21

139. Image and Issue Advertising: A Corporate and Public Policy Perspective ..... *Robert L. Heath and Richard Alan Nelson*
No. 2, Spring 1985, pp. 58–68

140. Market Share Liability: A New Doctrine of Causation in Product Liability ..... *Mary Jane Sheffet*
No. 1, Winter 1983, pp. 35–43

141. Marketing and Product Liability: A Review and Update ..... *Fred W. Morgan*
No. 3, Summer 1982, pp. 69–78

142. Marketing and the Supreme Court in Transition: 1982–1984 ..... *Ray O. Werner*
No. 3, Summer 1985, pp. 97–105

143. Marketing and the United States Supreme Court, 1975–1981 ..... *Ray O. Werner*
No. 2, Spring 1982, pp. 73–81

144. Marketing by Mandate ..... *Robert E. Krapfel, Jr.*
No. 3, Summer 1982, pp. 79–85

145. The Marketing of Consumer Information ..... *Noel Capon*
No. 3, Summer 1983, pp. 108–112 *and Richard J. Lutz*

146. Marketing Strategy Differences between State and Privately Owned ..... *Noel Capon*
Corporations: An Exploratory Analysis
No. 2, Spring 1981, pp. 11–18

147. Marketing's "Scarlet Letter": The Theory and Practice ..... *William L. Wilkie,*
of Corrective Advertising *Dennis L. McNeill, and Michael B. Mazis*
No. 2, Spring 1984, pp. 11–31

148. On Miscomprehending Televised Communication: A Rejoinder ..... *Jacob Jacoby*
No. 4, Fall 1982, pp. 35–43 *and Wayne D. Hoyer*

149. Public Policy, Technology, and Ethics: Marketing Decisions for NASA's Space Shuttle ..... *C. Scott Greene*
No. 3, Summer 1984, pp. 56–67 *and Paul Miesing*

150. Reasonable Rules and Rules of Reason: Vertical Restrictions on Distributors ..... *John F. Cady*
No. 3, Summer 1982, pp. 27–37

151. Regional-Spatial Analysis in Marketing ..... *E. T. Grether*
No. 4, Fall 1983, pp. 36–43

152. Resale Price Maintenance: Is It Safe to Suggest Retail Prices? ..... *Mary Jane Sheffet*
No. 4, Fall 1985, pp. 82–91 *and Debra L. Scammon*

153. Trademarks, Patents, and Innovation in the Ethical Drug Industry ..... *Meir Statman*
No. 3, Summer 1981, pp. 71–81 *and Tyzoon T. Tyebjee*

154. Unfairness in Advertising Revisited ..... *Dorothy Cohen*
No. 1, Winter 1982, pp. 73–80

155. Viewer Miscomprehension Findings Are Measurement Bound ..... *Richard W. Mizerski*
No. 4, Fall 1982, pp. 32–34

156. Viewer Miscomprehension of Televised Communication—A Comment ..... *Gary T. Ford*
No. 4, Fall 1982, pp. 27–31 *and Richard Yalch*

HISTORY AND TRENDS

157. Advertising Substantiation and Advertiser Response: ..... *John S. Healey*
A Content Analysis of Magazine Advertisements *and Harold H. Kassarjian*
No. 1, Winter 1983, pp. 107–117

158. General Theories and the Fundamental Explananda of Marketing ..... *Shelby D. Hunt*
No. 4, Fall 1983, pp. 9–17

159. Marketing and Product Liability: A Review and Update ..... *Fred W. Morgan*
No. 3, Summer 1982, pp. 69–78

160. Marketing and the United States Supreme Court, 1975–1981 ..... *Ray O. Werner*
No. 2, Spring 1982, pp. 73–81

161. Metatheory and Metamethodology in Marketing: A Lakatosian Reconstruction ..... *Siew Meng Leong*
No. 4, Fall 1985, pp. 23–40

162. On Making Marketing Science More Scientific: Role of Orientations, ... *Johan Arndt*
Paradigms, Metaphors, and Puzzle Solving
No. 3, Summer 1985, pp. 11–23

163. The Subsiding Sizzle: A Descriptive History ..... *Richard W. Pollay*
of Print Advertising, 1900–1980
No. 3, Summer 1985, pp. 24–37

INDUSTRIAL MARKETING

164. The Advertising Budgeting Practices of Industrial Marketers ..... *Vincent J. Blasko*
No. 4, Fall 1984, pp. 104–110 *and Charles H. Patti*

165. An Advocacy Behavior Model of Organizational Buyers' Vendor Choice ..... *Robert E. Krapfel, Jr.*
No. 4, Fall 1985, pp. 51–59

166. The Buying Center: Structure and Interaction Patterns ..... *Wesley J. Johnston*
No. 3, Summer 1981, pp. 143–156 *and Thomas V. Bonoma*

167. Decision-Specific Conflict in Organizational Buyer Behavior ..... *Michael J. Ryan and Morris B. Holbrook*
No. 3, Summer 1982, pp. 62–68

168. Forecasting Acceptance of New Industrial Products with Judgment Modeling ..... *Jerome E. Scott and Stephen K. Keiser*
No. 2, Spring 1984, pp. 54–67

169. An Inductive Model of Industrial Supplier Choice Processes ..... *Niren Vyas and Arch G. Woodside*
No. 1, Winter 1984, pp. 30–45

170. Industrial Salesperson Development: A Career Stages Perspective ..... *William L. Cron*
No. 4, Fall 1984, pp. 41–52

171. The Influence of Product Characteristics on the Export Performance of New Industrial Products ..... *Norman W. McGuinness and Blair Little*
No. 2, Spring 1981, pp. 110–122

172. An International Comparison of the Determinants of Industrial Marketing Expenditures ..... *Gary L. Lilien and David Weinstein*
No. 1, Winter 1984, pp. 46–53

173. The Job Characteristics of Industrial Salespersons: Relationship to Motivation and Satisfaction ..... *Richard C. Becherer, Fred W. Morgan, and Lawrence M. Richard*
No. 4, Fall 1982, pp. 125–135

174. Market Segmentation and Positioning in Specialized Industrial Markets ..... *Peter Doyle and John Saunders*
No.2, Spring 1985, pp. 24–32

175. The Marketing Strategy Center: Diagnosing the Industrial Marketer's Interdisciplinary Role ..... *Michael D. Hutt and Thomas W. Speh*
No. 4, Fall 1984, pp. 53–61

176. A Model of the Distributor's Perspective of Distributor-Manufacturer Working Relationships .. *James C. Anderson and James A. Narus*
No. 4, Fall 1984, pp. 62–74

177. The Nature of Product Life Cycles for Industrial Goods Businesses ..... *Hans B. Thorelli and Stephen C. Burnett*
No. 4, Fall 1981, pp. 97–108

178. Preparing the Student for a Career in a Rapidly Developing Field: A Review of Three Sales Management Textbooks ..... *Adrian B. Ryans*
No. 4, Fall 1981, pp. 146–149

179. Purchasing Agents' Perceptions of Industrial Buying Center Influence: A Situational Approach ..... *Donald W. Jackson, Jr., Janet E. Keith, and Richard K. Burdick*
No. 4, Fall 1984, pp. 75–83

180. Relational Communication: Form versus Content in the Sales Interaction ..... *Gary F. Soldow and Gloria Penn Thomas*
No. 1, Winter 1984, pp. 84–93

181. Relative Importance of Key Job Dimensions and Leadership Behaviors in Motivating Salesperson Work Performance ..... *Pradeep K. Tyagi*
No. 3, Summer 1985, pp. 76–86

182. A Reward/Measurement Model of Organizational Buying Behavior ..... *Paul F. Anderson and Terry M. Chambers*
No. 2, Spring 1985, pp. 7–23

183. Risk Handling Strategies in Industrial Vendor Selection Decisions ..... *Christopher P. Puto, Wesley E. Patton III, and Ronald H. King*
No. 1, Winter 1985, pp. 89–98

184. A Role Stress Model of the Performance and Satisfaction of Industrial Salespersons ..... *Douglas N. Behrman and William D. Perreault, Jr.*
No. 4, Fall 1984, pp. 9–21

185. A Script-theoretic Analysis of Industrial Purchasing Behavior ..... *Thomas W. Leigh and Arno J. Rethans*
No. 4, Fall 1984, pp. 22–32

186. The Theory of Power and Conflict in Channels of Distribution ..... *John F. Gaski*
No. 3, Summer 1984, pp. 9–29

187. Timing of Market Research in New Industrial Product Situations ..... *Roger A. More*
No. 4, Fall 1984, pp. 84–94

188. Volatility of Derived Demand in Industrial Markets and Its Management Implications ..... *William S. Bishop, John L. Graham, and Michael H. Jones*
No. 4, Fall 1984, pp. 95–103

INTERNATIONAL MARKETING

189. The American Export Trading Company: Designing A New International Marketing Institution ..... *Daniel C. Bello and Nicholas C. Williamson*
No. 4, Fall 1985, pp. 60–69

190. Contemporary Research in Marketing in Denmark ..... *Flemming Hansen*
No. 3, Summer 1981, pp. 214–218

191. French-English Canadian Subcultural Consumption Differences ..... *Charles M. Schaninger, Jacques C. Bourgeois, and W. Christian Buss*
No. 2, Spring 1985, pp. 82–92

192. Identification of Export Opportunities: A Shift-share Approach ..... *Robert T. Green and Arthur W. Allaway*
No. 1, Winter 1985, pp. 83–88

193. Industry Export Performance: Assessment and Prediction ..... *Igal Ayal*
No. 3, Summer 1982, pp. 54–61

194. The Influence of Product Characteristics on the Export Performance of New Industrial Products ..... *Norman W. McGuinness and Blair Little*
No. 2, Spring 1981, pp. 110–122

195. An International Comparison of the Determinants of Industrial Marketing Expenditures ..... *Gary L. Lilien and David Weinstein*
No. 1, Winter 1984, pp. 46–53

196. International Product Life Cycle: A Reassessment and Product Policy Implications ..... *Igal Ayal*
No. 4, Fall 1981, pp. 91–96

197. Japanese Marketing: Towards A Better Understanding ..... *William Lazer, Shoji Murata, and Hiroshi Kosaka*
No. 2, Spring 1985, pp. 69–81

198. Marketing Developments in Japan ..... *Masao Nakanishi*
No. 3, Summer 1981, pp. 206–208

199. Marketing in Norway ..... *Johan Arndt*
No. 4, Fall 1981, pp. 154–157

200. Marketing in the Netherlands ..... *Berend Wierenga*
No. 4, Fall 1981, pp. 150–153

201. Marketing in the United Kingdom ..... *Peter Doyle*
No. 2, Spring 1981, pp. 161–164

202. Marketing Science in Germany ..... *Franz Böcker*
No. 1, Winter 1981, pp. 169–172

203. Measure Unreliability: A Hidden Threat to Cross-National Marketing Research ..... *Harry L. Davis, Susan P. Douglas, and Alvin J. Silk*
No. 2, Spring 1981, pp. 98–109

204. A Review of Marketing Literature in Australia ..... *Roger Layton*
No. 2, Spring 1981, pp. 159–160

205. Where is Marketing Heading in France? A Review of the Literature ..... *J. Bon, J. M. Choffray, B. Pras, D. Tixier, and C. Waldman*
No. 3, Summer 1981, pp. 208–214

MARKETING CHANNELS

206. The American Export Trading Company: Designing A New International Marketing Institution ..... *Daniel C. Bo[illegible], and Nicholas C. Williamson*
No. 4, Fall 1985, pp. 60–69

207. An Attitude-Behavior Framework for Distribution Channel Management ..... *Gary L. Frazier and Jagdish N. Sheth*
No. 3, Summer 1985, pp. 38–48

208. Bargaining in an Asymmetrical Power Structure ..... *F. Robert Dwyer and Orville C. Walker, Jr.*
No. 1, Winter 1981, pp. 104–115

209. A Checklist of Questions for Firms Considering a Vertical Territorial Distribution Plan ..... *Saul Sands and Robert J. Posch, Jr.*
No. 3, Summer 1982, pp. 38–43

210. Consumer Satisfaction with Michigan's Container Law—An Ecological Perspective ..... *Lawrence A. Crosby and James R. Taylor*
No. 1, Winter 1982, pp. 47–60

211. Distributor Portfolio Analysis and the Channel Dependence Matrix: New Techniques for Understanding and Managing the Channel ..... *Peter R. Dickson*
No. 3, Summer 1983, pp. 35–44

212. The Environment of Marketing Channel Dyads: A Framework for Comparative Analysis ..... *Ravi Singh Achrol, Torger Reve, and Louis W. Stern*
No. 4, Fall 1983, pp. 55–67

213. Formulating Push Marketing Strategies: A Method and Application ..... *Michael Levy, John Webster, and Roger A. Kerin*
No. 1, Winter 1983, pp. 25–34

214. The Impact of Channel Leadership Behavior on Intrachannel Conflict ..... *Patrick L. Schul, William M. Pride, and Taylor L. Little*
No. 3, Summer 1983, pp. 21–34

215. Interfirm Influence Strategies and Their Application within Distribution Channels ..... *Gary L. Frazier and John O. Summers*
No. 3, Summer 1984, pp. 43–55

216. Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective ..... *Gary L. Frazier*
No. 4, Fall 1983, pp. 68–78

217. Labor Productivity in Retailing ..... *Charles A. Ingene*
No. 4, Fall 1982, pp. 75–90

218. A Model of the Distributor's Perspective of Distributor-Manufacturer Working Relationships .. *James C. Anderson and James A. Narus*
No. 4, Fall 1984, pp. 62–74

219 The Political Economy Pardigm: Foundation for Theory Building in Marketing ..... *Johan Arndt*
No. 4, Fall 1983, pp. 44–54

220. Reasonable Rules and Rules of Reason: Vertical Restrictions on Distributors ..... *John F. Cady*
No. 3, Summer 1982, pp. 27–37

221. Regional-Spatial Analysis in Marketing ..... *E. T. Grether*
No. 4, Fall 1983, pp. 36–43

222. Spatial Demand Models in an Intrabrand Context ..... *William C. Black, Lyman E. Ostlund, and Robert A. Westbrook*
No. 3, Summer 1985, pp. 106–113

223. The Theory of Power and Conflict in Channels of Distribution ..... *John F. Gaski*
No. 3, Summer 1984, pp. 9–29

MARKETING IN NONPROFIT ORGANIZATIONS

224. Forecasting the Effectiveness of Work-Trip Gasoline Conservation ..... *V. Srinivasan, Peter G. Flaschsbart, Jarir S. Dajani, and Rolfe G. Hartley*
Policies through Conjoint Analysis
No. 3, Summer 1981, pp. 157–172

225. Marketing Strategy Differences between State and Privately Owned ..... *Noel Capon*
Corporations: An Exploratory Analysis
No. 2, Spring 1981, pp. 11–18

226. A Model of Strategy Mix Choice for Planned Social Change ..... *Jagdish N. Sheth and Gary L. Frazier*
No. 1, Winter 1982, pp. 15–26

227. Problems and Challenges in Social Marketing ..... *Paul N. Bloom and William D. Novelli*
No. 2, Spring 1981, pp. 79–88

228. Public Policy, Technology, and Ethics: Marketing Decisions for NASA's Space Shuttle ..... *C. Scott Green and Paul Miesing*
No. 3, Summer 1984, pp. 56–67

MARKETING IN SERVICE ORGANIZATIONS

229. Classifying Services to Gain Strategic Marketing Insights ..... *Christopher H. Lovelock*
No. 3, Summer 1983, pp. 9–20

230. A Conceptual Model of Service Quality and Its Implications ..... *A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry*
for Future Research
No. 4, Fall 1985, pp. 41–50

231. Consumers' Prior Experiences and Perceptions in Auto Repair Choice ..... *Gabriel J. Biehal*
No. 3, Summer 1983, pp. 82–91

232. Forecasting the Effectiveness of Work-Trip Gasoline Conservation ..... *V. Srinivasan, Peter G. Flaschsbart, Jarir S. Dajani, and Rolfe G. Hartley*
Policies through Conjoint Analysis
No. 3, Spring 1981, pp. 157–172

233. The Impact of Channel Leadership Behavior on Intrachannel Conflict ..... *Patrick L. Schul, William M. Pride, and Taylor L. Little*
No. 3, Summer 1983, pp. 21–34

234. Problems and Strategies in Services Marketing ..... *Valarie A. Zeithaml, A. Parasuraman, and Leonard L. Berry*
No. 2, Spring 1985, pp. 33–46

235. A Role Theory Perspective on Dyadic Interactions: ..... *Michael R. Solomon, Carol Surprenant, John A. Czepiel, and Evelyn G. Gutman*
The Service Encounter
No. 1, Winter 1985, pp. 99–111

236. The Advertising Budgeting Practices of Industrial Marketers ..... *Vincent J. Blasko and Charles H. Patti*
No. 4, Fall 1984, pp. 104–110

237. Aesthetics, Ideologies, and the Limits of the Marketing Concept ..... *Elizabeth C. Hirschman*
No. 3, Summer 1983, pp. 45–55

238. The Anatomy of Competition ..... *Bruce D. Henderson*
No. 2, Spring 1983, pp. 7–11

239. The Application of Geometric Programming to Marketing Problems ..... *Marcel Corstjens and Peter Doyle*
No. 1, Winter 1985, pp. 137–144

240. Applying Financial Portfolio Theory to Product Portfolio Decisions: An Empirical Study ..... *Richard N. Cardozo and David K. Smith, Jr.*
No. 2, Spring 1983, pp. 110–119

241. An Attitude-Behavior Framework for Distribution Channel Management ..... *Gary L. Frazier and Jagdish N. Sheth*
No. 3, Summer 1985, pp. 38–48

242. A Boundary Theory Investigation of the Product Manager's Role ..... *Steven Lysonski*
No. 1, Winter 1985, pp. 26–40

243. Business Definition and Performance ..... *Gary L. Frazier and Roy D. Howell*
No. 2, Spring 1983, pp. 59–67

244. A Clarification and Extension of Operant Conditioning Principles in Marketing ..... *J. Paul Peter and Walter R. Nord*
No. 3, Summer 1982, pp. 102–107

245. A Conceptual Model of Service Quality and Its Implications for Future Research ..... *A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry*
No. 4, Fall 1985, pp. 41–50

246. Consumer Complaints and Managerial Response: A Holistic Approach ..... *Alan J. Resnik and Robert R. Harmon*
No. 1, Winter 1983, pp. 86–97

247. Consumers' Decision Plans and Subsequent Choice Behavior ..... *C. Whan Park, Robert W. Hughes, Vinod Thukral, and Roberto Friedmann*
No. 2, Spring 1981, pp. 33–47

248. A Contingency Framework for Understanding Ethical Decision Making in Marketing ..... *O. C. Ferrell and Larry G. Gresham*
No. 3, Summer 1985, pp. 87–96

249. Coping with Stagflation: Voluntary Simplicity ..... *Avraham Shama*
No. 3, Summer 1981, pp. 120–134

250. Diagnosing the Experience Curve ..... *George S. Day and David B. Montgomery*
No. 2, Spring 1983, pp. 44–58

251. Distributor Portfolio Analysis and the Channel Dependence Matrix: New Techniques for Understanding and Managing the Channel ..... *Peter R. Dickson*
No. 3, Summer 1983, pp. 35–44

252. Effectiveness in Sales Interactions: A Contingency Framework ..... *Barton A. Weitz*
No. 1, Winter 1981, pp. 85–103

253. An Empirical Comparison of Standardized Portfolio Models ..... *Yoram Wind, Vijay Mahajan, and Donald J. Swire*
No. 2, Spring 1983, pp. 89–99

254. An Empirical Evaluation of Aggregation Approaches for Developing Marketing Segments ..... *Terry Elrod and Russell S. Winer*
No. 4, Fall 1982, pp. 65–74

255. Environmental Management: Revising the Marketing Perspective ..... *Carl P. Zeithaml and Valarie A. Zeithaml*
No. 2, Spring 1984, pp. 46–53

256. Formulating Push Marketing Strategies: A Method and Application ..... *Michael Levy, John Webster, and Roger A. Kerin*
No. 1, Winter 1983, pp. 25–34

257. Further Reflections on Cash Discounts ..... *Charles A. Ingene and Michael Levy*
No. 1, Winter 1985, pp. 147–148

258. An Inductive Model of Industrial Supplier Choice Processes ..... *Niren Vyas and Arch G. Woodside*
No. 1, Winter 1984, pp. 30–45

259. The Information Overload Controversy: An Alternative Viewpoint ..... *Naresh K. Malhotra, Arun K. Jain, and Stephen Lagakos*
No. 2, Spring 1982, pp. 27–37

260. Interfirm Influence Strategies and Their Application within Distribution Channels ..... *Gary L. Frazier and John O. Summers*
No. 3, Summer 1984, pp. 43–55

261. Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective ..... *Gary L. Frazier*
No. 4, Fall 1983, pp. 68–78

262. Is Market Share All That It's Cracked Up To Be? ..... *Robert Jacobson and David A. Aaker*
No. 4, Fall 1985, pp. 11–22

263. Japanese Marketing: Towards A Better Understanding ..... *William Lazer, Shoji Murata, and Hiroshi Kosaka*
No. 2, Spring 1985, pp. 69–81

264. A Margin-Return Model for Strategic Market Planning ..... *Jagdish N. Sheth and Gary L. Frazier*
No. 2, Spring 1983, pp. 100–109

265. Market Segmentation with Multivariate AID ..... *Douglas L. MacLachlan and Johny K. Johansson*
No. 1, Winter 1981, pp. 74–84

266. Market Structure Analysis: Hierarchical Clustering of Products ..... *Rajendra K. Srivastava, Robert P. Leone, and Allan D. Shocker*
No. 3, Spring 1981, pp. 38–48

267. Marketing and Machiavellianism ..... *Shelby D. Hunt and Lawrence B. Chonko*
No. 3, Summer 1984, pp. 30–42

268. A Marketing Audit Using a Conceptual Model of Consumer Behavior: Application and Evaluation ..... *Alice M. Tybout and John R. Hauser*
No. 3, Summer 1981, pp. 82–101

269. Marketing Science in Germany ..... *Franz Böcker*
No. 1, Winter 1981, pp. 169–172

270. Marketing, Strategic Planning and the Theory of the Firm ..... *Paul F. Anderson*
No. 2, Spring 1982, pp. 15–26

271. Marketing Strategies in the Age of Generics ..... *Brian F. Harris and Roger A. Strang*
No. 4, Fall 1985, pp. 70–81

272. Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
No. 2, Spring 1983, pp. 68–75

273. "Marketing Strategy and Differential Advantage": A Comment ..... *Amitava Chattopadhyay, Prakash Nedungadi, and Dipankar Chakravarti*
No. 2, Spring 1985, pp. 129–136

274. Marketing Strategy and the Structure of Aggregate, Segment-specific, and Differential Preferences ..... *Morris B. Holbrook and Douglas V. Holloway*
No. 1, Winter 1984, pp. 62–67

275. The Marketing Strategy Center: Diagnosing the Industrial Marketer's Interdisciplinary Role ..... *Michael D. Hutt and Thomas W. Speh*
No. 4, Fall 1984, pp. 53–61

276. Marketing Strategy: New Directions for Theory and Research ..... *Yoram Wind and Thomas S. Robertson*
No. 2, Spring 1983, pp. 12–25

277. Marketing Theory with a Strategic Orientation ..... *George S. Day and Robin Wensley*
No. 4, Fall 1983, pp. 79–89

278. Measuring Price and Quality Competition ..... *David J. Curry*
No. 2, Spring 1985, pp. 106–117

279. Measuring the Congruence of Market Areas ..... *David L. Huff and Roland T. Rust*
No. 1, Winter 1984, pp. 68–74

280. A Model of Strategy Mix Choices for Planned Social Change ..... *Jagdish N. Sheth and Gary L. Frazier*
No. 1, Winter 1982, pp. 15–26

281. Modeling the Product Life Cycle for Consumer Durables ..... *Stephen G. Harrell and Elmer D. Taylor*
No. 4, Fall 1981, pp. 68–75

282. More on "Marketing Strategy and Differential Advantage" ..... *A. Parasuraman and P. Varadarajan*
No. 2, Spring 1985, pp. 124–128

283. The Nature of Product Life Cycles for Industrial Goods Businesses ..... *Hans B. Thorelli and Stephen C. Burnett*
No. 4, Fall 1981, pp. 97–108

284. The Net Present Value of Market Share ..... *Victor J. Cook, Jr.*
No. 3, Summer 1985, pp. 49–63

285. New Product Scenarios: Prospects for Success ..... *Roger Calantone and Robert G. Cooper*
No. 2, Spring 1981, pp. 48–60

286. A Note on the Application of Portfolio Theory: A Comment on Cardozo and Smith ..... *Timothy M. Devinney, David W. Stewart, and Allan D. Shocker*
No. 4, Fall 1985, pp. 107–112

287. On the Use of Financial Portfolio Theory in Marketing Decisions: A Reply to Devinney, Stewart, and Shocker ..... *Richard N. Cardozo and David K. Smith, Jr.*
No. 4, Fall 1985, pp. 113–115

288. The Organization of Marketing Activities: A Contingency Theory of Structure and Performance ..... *Robert W. Ruekert, Orville C. Walker, Jr., and Kenneth J. Roering*
No. 1, Winter 1985, pp. 13–25

289. Organizational Commitment and Marketing ..... *Shelby D. Hunt, Lawrence B. Chonko, and Van R. Wood*
No. 1, Winter 1985, pp. 112–126

290. The Organizational Context of Market Research Use ..... *Rohit Deshpande*
No. 4, Fall 1982, pp. 91–101

291. Person-Situation: Segmentation's Missing Link ..... *Peter R. Dickson*
No. 4, Fall 1982, pp. 56–64

292. Problems and Challenges in Social Marketing ..... *Paul N. Bloom and William D. Novelli*
No. 2, Spring 1981, pp. 79–88

293. Problems and Strategies in Services Marketing ..... *Valarie A. Zeithaml, A. Parasuraman, and Leonard L. Berry*
No. 2, Spring 1985, pp. 33–46

294. Product Elimination Decision Making: Does Formality Matter? ..... *George J. Avlonitis*
No. 1, Winter 1985, pp. 41–52.

295. The Product Life Cycle: Analysis and Applications Issues ..... *George S. Day*
No. 4, Fall 1981, pp. 60–67

296. Product Quality, Cost Position and Business Performance: A Test of Some Key Hypotheses ..... *Lynn W. Phillips, Dae R. Chang, and Robert D. Buzzell*
No. 2, Spring 1983, pp. 26–43

297. Resale Price Maintenance: Is It Safe to Suggest Retail Prices? ..... *Mary Jane Sheffet and Debra L. Scammon*
No. 4, Fall 1985, pp. 82–91

298. Residual Income Analysis: A Method of Inventory Investment Allocation and Evaluation ..... *Michael Levy and Charles A. Ingene*
No. 3, Summer 1984, pp. 93–104

299. Risk Handling Strategies in Industrial Vendor Selection Decisions ..... *Christopher P. Puto, Wesley E. Patton III, and Ronald H. King*
No. 1, Winter 1985, pp. 89–98

300. Shortening of the PLC—An Empirical Test ..... *William Qualls, Richard W. Olshavsky, and Ronald E. Michaels*
No. 4, Fall 1981, pp. 76–80

301. STEMCOM: An Analytical Model for Marketing Control ..... *Subhash Sharma and Dale D. Achabal*
No. 2, Spring 1982, pp. 104–113

302. Strategic Marketing: Betas, Boxes, or Basics ..... *Robin Wensley*
No. 3, Summer 1981, pp. 173–182

303. Strategic Marketing Planning by Product Managers—Room for Improvement? ..... *Thomas J. Cossé and John E. Swan*
No. 3, Summer 1983, pp. 92–102

304. STRATPORT: A Decision Support System for Strategic Planning ..... *Jean-Claude Larréché and V. Srinivasan*
No. 4, Fall 1981, pp. 39–52

305. Top Management's Concerns about Marketing: Issues for the 1980's ..... *Frederick E. Webster, Jr.*
No. 3, Summer 1981, pp. 9–16

306 Understanding Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
No. 2, Spring 1985, pp. 137–142

307. Using Background Music to Affect the Behavior of Supermarket Shoppers ..... *Ronald E. Milliman*
No. 3, Summer 1982, pp. 86–91

308. The Vicious Circle of Consumer Complaints ..... *Claes Fornell and Robert A. Westbrook*
No. 3, Summer 1984, pp. 68–78

309. Volatility of Derived Demand in Industrial Markets and Its Management Implications ..... *William S. Bishop, John L. Graham, and Michael H. Jones*
No. 4, Fall 1984, pp. 95–103

310. Advertising and Industry Sales: An Empirical Study of the West German Cigarette Market ..... *Peter S. H. Leeflang and Jan C. Reuijl*
No. 4, Fall 1985, pp. 92–98

311. Aesthetics, Ideologies, and the Limits of the Marketing Concept ..... *Elizabeth C. Hirschman*
No. 3, Summer 1983, pp. 45–55

312. Alternatives to the Traditional Retail Store Audit: A Field Study ..... *V. Kanti Prasad, Wayne R. Casper, and Robert J. Schieffer*
No. 1, Winter 1984, pp. 54–61

313. An Assessment of the Contribution of Log Linear Models to Marketing Research ..... *Robert C. Blattberg and Robert J. Dolan*
No. 2, Spring 1981, pp. 89–97

314. Cohort Analysis: An Aid to Strategic Planning ..... *Fred D. Reynolds and Joseph O. Rentz*
No. 3, Summer 1981, pp. 62–70

315. A Commentary on "General Living Systems Theory and Marketing: A Framework for Analysis" ..... *James Grier Miller*
No. 4, Fall 1981, p. 38

316. Commercial Use of Conjoint Analysis: A Survey ..... *Philippe Cattin and Dick R. Wittink*
No. 3, Summer 1982, pp. 44–53

317. Contemporary Research in Marketing in Denmark ..... *Flemming Hansen*
No. 3, Summer 1981, pp. 214–218

318. A Cost/Benefit Approach to Postage Used on Mail Questionnaires ..... *Kevin F. McCrohan and Larry S. Lowe*
No. 1, Winter 1981, pp. 130–133

319. A Customer-oriented Approach for Determining Market Structures ..... *Rajendra K. Srivastava, Mark I. Alpert, and Allan D. Shocker*
No. 2, Spring 1984, pp. 32–45

320. Facial Representation of Multivariate Data ..... *David L. Huff, Vijay Mahajan, and William C. Black*
No. 4, Fall 1981, pp. 53–59

321. Factors Affecting Coupon Redemption Rates ..... *David J. Reibstein and Phyllis A. Traver*
No. 4, Fall 1982, pp. 102–113

322. Forecasting Acceptance of New Industrial Products with Judgment Modeling ..... *Jerome E. Scott and Stephen K. Keiser*
No. 2, Spring 1984, pp. 54–67

323. Forecasting the Effectiveness of Work-Trip Gasoline Conservation Policies through Conjoint Analysis ..... *V. Srinivasan, Peter G. Flachsbart, Jarir S. Dajani, and Rolfe G. Hartley*
No. 3, Summer 1981, pp. 157–172

324. A General Approach to Product Design Optimization Via Conjoint Analysis ..... *Paul E. Green, J. Douglas Carroll, and Stephen M. Goldberg*
No. 3, Summer 1981, pp. 17–37

325. General Living Systems Theory and Marketing: A Framework for Analysis ..... *R. Eric Reidenbach and Terence A. Oliva*
No. 4, Fall 1981, pp. 30–37

326. Hedonic Consumption: Emerging Concepts, Methods and Propositions ..... *Elizabeth C. Hirschman and Morris B. Holbrook*
No. 3, Summer 1982, pp. 92–101

327. A Hybrid Utility Estimation Model for Conjoint Analysis ..... *Paul E. Green, Stephen M. Goldberg, and Mila Montemayor*
No. 1, Winter 1981, pp. 33–41

328. Identification of Export Opportunities: A Shift-share Approach ..... *Robert T. Green and Arthur W. Allaway*
No. 1, Winter 1985, pp. 83–88

329. Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior ..... *Sidney J. Levy*
No. 3, Summer 1981, pp. 49–61

330. Market Segmentation with Multivariate AID ..... *Douglas L. MacLachlan and Johny K. Johansson*
No. 1, Winter 1981, pp. 74–84

331. Marketing Strategy and the Structure of Aggregate, Segment-specific, and Differential Preferences ..... *Morris B. Holbrook and Douglas V. Holloway*
No. 1, Winter 1984, pp. 62–67

332. A Means-End Chain Model Based on Consumer Categorization Processes ..... *Jonathan Gutman*
No. 2, Spring 1982, pp. 60–72

333. Measure Unreliability: A Hidden Threat to Cross-National Marketing Research? ..... *Harry L. Davis, Susan P. Douglas, and Alvin J. Silk*
No. 2, Spring 1981, pp. 98–109

334. Measuring the Congruence of Market Areas ..... *David L. Huff and Roland T. Rust*
No. 1, Winter 1984, pp. 68–74

335. Measuring the Quantity and Mix of Product Demand ..... *Gordon A. Wyner, Lois H. Benedetti, and Bart M. Trapp*
No. 1, Winter 1984, pp. 101–109

336. The New Demographics and Market Fragmentation ..... *Valarie A. Zeithaml*
No. 3, Summer 1985, pp. 64–75

337. Nonsampling vs. Sampling Errors in Survey Research ..... *Henry Assael and John Keon*
No. 2, Spring 1982, pp. 114–123

338. "Paradigms Lost": On Theory and Method in Research in Marketing ..... *Rohit Deshpande*
No. 4, Fall 1983, pp. 101–110

339. A Prospectus for Theory Construction in Marketing ..... *Richard P. Bagozzi*
No. 1, Winter 1984, pp. 11–29

340. Sampling Issues in Trade Area Maps Drawn from Shopper Surveys ..... *Edward Blair*
No. 1, Winter 1983, pp. 98–106

341. Spatial Demand Models in an Intrabrand Context ..... *William C. Black, Lyman E. Ostlund, and Robert A. Westbrook*
No. 3, Summer 1985, pp, 106–113

342. Timing of Market Research in New Industrial Product Situations ..... *Roger A. More*
No. 4, Fall 1984, pp. 84–94

343. Triangle Taste Tests: Are the Subjects Who Respond Correctly Lucky or Good? ..... *Donald G. Morrison*
No. 3, Summer 1981, pp. 111–119

344. Unit Pricing Ten Years Later: A Replication ..... *David A. Aaker and Gary T. Ford*
No. 1, Winter 1983, pp. 118–122

345. Using a Natural Experiment to Estimate Price Elasticity: The 1974 Sugar Shortage and the Ready-to-eat Cereal Market ..... *Scott A. Neslin and Robert W. Shoemaker*
No. 1, Winter 1983, pp. 44–57

MARKETING THEORY

346. Aesthetics, Ideologies, and the Limits of the Marketing Concept ..... *Elizabeth C. Hirschman*
No. 3, Summer 1983, pp. 45–55

347. American Jewish Ethnicity: Its Relationship to Some Selected Aspects of Consumer Behavior ..... *Elizabeth C. Hirschman*
No. 3, Summer 1981, pp. 102–110

348. An Approach for Assessing Demographic and Price Influences on Brand Purchase Behavior ..... *J. Morgan Jones and Fred S. Zufryden*
No. 1, Winter 1982, pp. 36–46

349. Are There "Natural" Market Structures? ..... *Robert D. Buzzell*
No. 1, Winter 1981, pp. 42–51

350. Bargaining in an Asymmetrical Power Structure ..... *F. Robert Dwyer and Orville C. Walker, Jr.*
No. 1, Winter 1981, pp. 104–115

351. Behavioral Learning Theory: Its Relevance to Marketing and Promotions ..... *Michael L. Rothschild and William C. Gaidis*
No. 2, Spring 1981, pp. 70–78

352. Cash Discounts to Retail Customers: An Alternative to Credit Card Sales ..... *Charles A. Ingene and Michael Levy*
No. 2, Spring 1982, pp. 92–103

353. A Clarification and Extension of Operant Conditioning Principles in Marketing ..... *J. Paul Peter and Walter R. Nord*
No. 3, Summer 1982, pp. 102–107

354. Classifying Services to Gain Strategic Marketing Insights ..... *Christopher H. Lovelock*
No. 3, Summer 1983, pp. 9–20

355. A Commentary on "General Living Systems Theory and Marketing: A Framework for Analysis" ..... *James Grier Miller*
No. 4, Fall 1981, p. 38

356. A Conceptual Model of Service Quality and Its Implications for Future Research ..... *A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry*
No. 4, Fall 1985, pp. 41–50

357. Distributor Portfolio Analysis and the Channel Dependence Matrix: New Techniques for Understanding and Managing the Channel ..... *Peter R. Dickson*
No. 3, Summer 1983, pp. 35–44

358. Effectiveness in Sales Interactions: A Contingency Framework ..... *Barton A. Weitz*
No. 1, Winter 1981, pp. 85–103

359. The Environment of Marketing Channel Dyads: A Framework for Comparative Analysis ..... *Ravi Singh Achrol, Torger Reve, and Louis W. Stern*
No. 4, Fall 1983, pp. 55–67

360. Environmental Management: Revising the Marketing Perspective ..... *Carl P. Zeithaml and Valarie A. Zeithaml*
No. 2, Spring 1984, pp. 46–53

361. An Evolutionary Approach to Product Growth Theory ..... *Gerard J. Tellis and C. Merle Crawford*
No. 4, Fall 1981, pp. 125–132

362. General Living Systems Theory and Marketing: A Framework for Analysis ..... *R. Eric Reidenbach and Terrence A. Oliva*
No. 4, Fall 1981, pp. 30–37

363. General Theories and the Fundamental Explananda of Marketing ..... *Shelby D. Hunt*
No. 4, Fall 1983, pp. 9–17

364. Hedonic Consumption: Emerging Concepts, Methods and Propositions ..... *Elizabeth C. Hirschman and Morris B. Holbrook*
No. 3, Summer 1982, pp. 92–101

365. An Inductive Model of Industrial Supplier Choice Processes ..... *Niren Vyas and Arch G. Woodside*
No. 1, Winter 1984, pp. 30–45

366. The Industrial/Consumer Marketing Dichotomy: A Case of Insufficient Justification ..... *Edward F. Fern and James R. Brown*
No. 2, Spring 1984, pp. 68–77

367. Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective ..... *Gary L. Frazier*
No. 4, Fall 1983, pp. 68–78

368. Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior ..... *Sidney J. Levy*
No. 3, Summer 1981, pp. 49–61

369. Is Marketing Defaulting Its Responsibilities? ..... *Robert Bartels*
No. 4, Fall 1983, pp. 32–35

370. Is Science Marketing? ..... *J. Paul Peter and Jerry C. Olson*
No. 4, Fall 1983, pp. 111–125

371. Labor Productivity in Retailing: What Do We Know and How Do We Know It? ..... *Charles A. Ingene*
No. 4, Fall 1985, pp. 99–106

372. The Macromarketing/Micromarketing Dichotomy: A Taxonomical Model ..... *Shelby D. Hunt and John J. Burnett*
No. 3, Summer 1982, pp. 11–26

373. Management Science and Marketing Management ..... *A. Charnes, W. W. Cooper, D. B. Learner, and F. Y. Phillips*
No. 2, Spring 1985, pp. 93–105

374. Marketing and Machiavellianism ..... *Shelby D. Hunt and Lawrence B. Chonko*
No. 3, Summer 1984, pp. 30–42

375. Marketing by Mandate ..... *Robert E. Krapfel, Jr.*
No. 3, Summer 1982, pp. 79–85

376. Marketing Developments in Japan ..... *Masao Nakanishi*
No. 3, Summer 1981, pp. 106–108

377. Marketing, Scientific Progress, and Scientific Method ..... *Paul F. Anderson*
No. 4, Fall 1983, pp. 18–31

378. Marketing, Strategic Planning and the Theory of the Firm ..... *Paul F. Anderson*
No. 2, Spring 1982, pp. 15–26

379. Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
No. 2, Spring 1983, pp. 68–75

380. "Marketing Strategy and Differential Advantage": A Comment ..... *Amitava Chattopadhyay, Prakash Nedungadi, and Dipankar Chakravarti*
No. 2, Spring 1985, pp. 129–136

381. Marketing Theory of the Firm ..... *John A. Howard*
No. 4, Fall 1983, pp. 90–100

382. Marketing Theory with a Strategic Orientation ..... *George S. Day and Robin Wensley*
No. 4, Fall 1983, pp. 79–89

383. Metatheory and Metamethodology in Marketing: A Lakatosian Reconstruction ..... *Siew Meng Leong*
No. 4, Fall 1985, pp. 23–40

384. A Model of the Distributor's Perspective of Distributor-Manufacturer Working Relationships .. *James C. Anderson and James A. Narus*
No. 4, Fall 1984, pp. 62–74

385. More on "Marketing Strategy and Differential Advantage" ..... *A. Parasuraman and P. Varadarajan*
No. 2, Spring 1985, pp. 124–128

386. The Net Present Value of Market Share ..... *Victor J. Cook, Jr.*
No. 3, Summer 1985, pp. 49–63

387. A Note on the Application of Portfolio Theory: A Comment on Cardozo and Smith ..... *Timothy M. Devinney, David W. Stewart, and Allan D. Shocker*
No. 4, Fall 1985, pp. 107–112

388. On Making Marketing Science More Scientific: Role of Orientations, Paradigms, Metaphors, and Puzzle Solving ..... *Johan Arndt*
No. 3, Summer 1985, pp. 11–23

389. Organizational Commitment and Marketing ..... *Shelby D. Hunt, Lawrence B. Chonko, and Van R. Wood*
No. 1, Winter 1985, pp. 112–126

390. "Paradigms Lost": On Theory and Method in Research in Marketing ..... *Rohit Deshpande*
No. 4, Fall 1983, pp. 101–110

391. Person-Situation: Segmentation's Missing Link ..... *Peter R. Dickson*
No. 4, Fall 1982, pp. 56–64

392. The Political Economy Paradigm: Foundation for Theory Building in Marketing ..... *Johan Arndt*
No. 4, Fall 1983, pp. 44–54

393. Product Quality, Cost Position and Business Performance: A Test of Some Key Hypotheses ..... *Lynn W. Phillips, Dae R. Chang, and Robert D. Buzzell*
No. 2, Spring 1983, pp. 26–43

394. A Prospectus for Theory Construction in Marketing ..... *Richard P. Bagozzi*
No. 1, Winter 1984, pp. 11–29

395. Regional-Spatial Analysis in Marketing ..... *E. T. Grether*
No. 4, Fall 1983, pp. 36–43

396. A Reward/Measurement Model of Organizational Buying Behavior ..... *Paul F. Anderson and Terry M. Chambers*
No. 2, Spring 1985, pp. 7–23

397. A Role Theory Perspective on Dyadic Interactions: The Service Encounter ..... *Michael R. Solomon, Carol Surprenant, John A. Czepiel, and Evelyn G. Gutman*
No. 1, Winter 1985, pp. 99–111

398. Strategic Marketing: Betas, Boxes, or Basics ..... *Robin Wensley*
No. 3, Summer 1981, pp. 173–182

399. The Theory of Power and Conflict in Channels of Distribution ..... *John F. Gaski*
No. 3, Summer 1984, pp. 9–29

400. Toward A Theory of the Product Life Cycle: Explaining Diversity ..... *David F. Midgley*
No. 4, Fall 1981, pp. 109–115

401. Understanding Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
No. 2, Spring 1985, pp. 137–142

NEW PRODUCTS

402. The Bass New Product Growth Model: A Sensitivity Analysis for a High Technology Product ..... *Douglas Tigert and Behrooz Farivar*
No. 4, Fall 1981, pp. 81–90

403. Commercial Use of Conjoint Analysis: A Survey ..... *Philippe Cattin and Dick R. Wittink*
No. 3, Summer 1982, pp. 44–53

404. A General Approach to Product Design: Optimization Via Conjoint Analysis ..... *Paul E. Green, J. Douglas Carroll, and Stephen M. Goldberg*
No. 3, Summer 1981, pp. 17–37

405. A Hybrid Utility Estimation Model ..... *Paul E. Green, Stephen M. Goldberg, and Mila Montemayor*
No. 1, Winter 1981, pp. 33–41

406. The Influence of Product Characteristics on the Export Performance of New Industrial Products ..... *Norman W. McGuinness and Blair Little*
No. 2, Spring 1981, pp. 110–122

407. Market Segmentation and Positioning in Specialized Industrial Markets ..... *Peter Doyle and John Saunders*
No. 2, Spring 1985, pp. 24–32

408. New Product Models for Test Market Data ..... *Chakravarthi Narasimhan and Subrata K. Sen*
No. 1, Winter 1983, pp. 11–24

409. New Product Scenarios: Prospects for Success ..... *Roger Calantone and Robert G. Cooper*
No. 2, Spring 1981, pp. 48–60

410. Timing of Market Research in New Industrial Product Situations ..... *Roger A. More*
No. 4, Fall 1984, pp. 84–94

411. Trademarks, Patents, and Innovation in the Ethical Drug Industry ..... *Meir Statman and Tyzoon T. Tyebjee*
No. 3, Summer 1981, pp. 71–81

412. Triangle Taste Tests: Are the Subjects Who Respond Correctly Lucky or Good? ..... *Donald G. Morrison*
No. 3, Summer 1981, pp. 111–119

PACKAGING

413. The Information Overload Controversy: An Alternative Viewpoint ..... *Naresh K. Malhotra, Arun K. Jain, and Stephen W. Lagakos*
No. 2, Spring 1982, pp. 27–37

PLANNING/STRATEGY

414. Applying Financial Portfolio Theory to Product Portfolio Decisions: An Empirical Study ..... *Richard N. Cardozo and David K. Smith, Jr.*
No. 2, Spring 1983, pp. 110–119

415. Are There "Natural" Market Structures? ..... *Robert D. Buzzell*
No. 1, Winter 1981, pp. 42–51

416. The AT&T Settlement: Legal Summary, Economic Analysis, and Marketing Implications ..... *Ben M. Enis and E. Thomas Sullivan*
No. 1, Winter 1985, pp. 127–136

417. Business Definition and Performance ..... *Gary L. Frazier*
No. 2, Spring 1983, pp. 59–67 *and Roy D. Howell*

418. A Checklist of Questions for Firms Considering a Vertical Territorial Distribution Plan ..... *Saul Sands*
No. 3, Summer 1982, pp. 38–43 *and Robert J. Posch, Jr.*

419. Classifying Services to Gain Strategic Marketing Insights ..... *Christopher H. Lovelock*
No. 3, Summer 1983, pp. 9–20

420. Cohort Analysis: An Aid to Strategic Planning ..... *Fred D. Reynolds*
No. 3, Summer 1981, pp. 62–70 *and Joseph O. Rentz*

421. A Customer-oriented Approach for Determining Market Structures ..... *Rajendra K. Srivastava,*
No. 2, Spring 1984, pp. 32–45 *Mark I. Alpert, and Allan D. Shocker*

422. Diagnosing the Experience Curve ..... *George S. Day*
No. 2, Spring 1983, pp. 44–58 *and David B. Montgomery*

423. An Empirical Comparison of Standardized Portfolio Models ..... *Yoram Wind,*
No. 2, Spring 1983, pp. 89–99 *Vijay Mahajan, and Donald J. Swire*

424. Environmental Management: Revising the Marketing Perspective ..... *Carl P. Zeithaml*
No. 2, Spring 1984, pp. 46–53 *and Valarie A. Zeithaml*

425. An Evolutionary Approach to Product Growth Theory ..... *Gerald J. Tellis*
No. 4, Fall 1981, pp. 125–132 *and C. Merle Crawford*

426. Experience Curves and Dynamic Demand Models: Implications ..... *Robert J. Dolan*
for Optimal Pricing Strategies *and Abel P. Jeuland*
No. 1, Winter 1981, pp. 52–62

427. Formulating Retail Location Strategy in a Changing Environment ..... *Avijit Ghosh*
No. 3, Summer 1983, pp. 56–68 *and Samuel Craig*

428. Identification of Export Opportunities: A Shift-share Approach ..... *Robert T. Green*
No. 1, Winter 1985, pp. 83–88 *and Arthur W. Allaway*

429. Industry Export Performance: Assessment and Prediction ..... *Igal Ayal*
No. 3, Summer 1982, pp. 54–61

430. Is Market Share All That It's Cracked Up To Be? ..... *Robert Jacobson*
No. 4, Fall 1985, pp. 11–22 *and David A. Aaker*

431. A Margin-Return Model for Strategic Market Planning ..... *Jagdish N. Sheth*
No. 2, Spring 1983, pp. 100–109 *and Gary L. Frazier*

432. Market Segmentation and Positioning in Specialized Industrial Markets ..... *Peter Doyle*
No. 2, Spring 1985, pp. 24–32 *and John Saunders*

433. Market Segmentation with Multivariate AID ..... *Douglas L. MacLachlan*
No. 1, Winter 1981, pp. 74–84 *and Johny K. Johansson*

434. A Market Selection Model for Multiple End-Use Products ..... *Andris A. Zoltners*
No. 2, Spring 1983, pp. 76–88 *and Joe A. Dodson*

435. A Marketing Audit Using a Conceptual Model of Consumer Behavior: ..... *Alice M. Tybout*
Application and Evaluation *and John R. Hauser*
No. 3, Summer 1981, pp. 82–101

436. Marketing by Mandate ..... *Robert E. Krapfel, Jr.*
No. 3, Summer 1982, pp. 79–85

437. Marketing, Strategic Planning and the Theory of the Firm ..... *Paul F. Anderson*
No. 2, Spring 1982, pp. 15–26

438. Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
No. 2, Spring 1983, pp. 68–75

439. "Marketing Strategy and Differential Advantage": A Comment ..... *Amitava Chattopadhyay,*
No. 2, Spring 1985, pp. 129–136 *Prakash Nedungadi, and Dipankar Chakravarti*

440. The Marketing Strategy Center: Diagnosing the Industrial Marketer's Interdisciplinary Role ..... *Michael D. Hutt*
No. 4, Fall 1984, pp. 53–61 *and Thomas W. Speh*

441. Marketing Strategy Differences between State and Privately Owned ..... *Noel Capon*
Corporations: An Exploratory Analysis
No. 2, Spring 1981, pp. 11–18

442. Marketing Strategy: New Directions for Theory and Research ..... *Yoram Wind*
No. 2, Spring 1983, pp. 12–25 *and Thomas S. Robertson*

443. Marketing Structure Analysis: Hierarchical Clustering of Products ..... *Rajendra K. Srivastava,*
Based on Substitution-in-Use *Robert P. Leone, and Allan D. Shocker*
No. 3, Summer 1981, pp. 38–48

444. Marketing Theory of the Firm ..... *John A. Howard*
No. 4, Fall 1983, pp. 90–100

445. Marketing Theory with a Strategic Orientation ..... *George S. Day and Robin Wensley*
No. 4, Fall 1983, pp. 79–89

446. Measuring Price and Quality Competition ..... *David J. Curry*
No. 2, Spring 1985, pp. 106–117

447. Measuring the Quantity and Mix of Product Demand ..... *Gordon A. Wyner, Lois H. Benedetti, and Bart M. Trapp*
No. 1, Winter 1984, pp. 101–109

448. A Model of Strategy Mix Choice for Planned Social Change ..... *Jagdish N. Sheth and Gary L. Frazier*
No. 1, Winter 1982, pp. 15–26

449. Modeling the Product Life Cycle for Consumer Durables ..... *Stephen G. Harrell and Elmer D. Taylor*
No. 4, Fall 1981, pp. 68–75

450. More on "Marketing Strategy and Differential Advantage" ..... *A. Parasuraman and P. Varadarajan*
No. 2, Spring 1985, pp. 124–128

451. The Nature of Product Life Cycles for Industrial Goods Businesses ..... *Hans B. Thorelli and Stephen C. Burnett*
No. 4, Fall 1981, pp. 97–108

452. The Net Present Value of Market Share ..... *Victor J. Cook, Jr.*
No. 3, Summer 1985, pp. 49–63

453. A Note on the Application of Portfolio Theory: A Comment on Cardozo and Smith ..... *Timothy M. Devinney, David W. Stewart, and Allan D. Shocker*
No. 4, Fall 1985, pp. 107–112

454. On the Use of Financial Portfolio Theory in Marketing Decisions: A Reply to Devinney, Stewart, and Shocker ..... *Richard N. Cardozo and David K. Smith, Jr.*
No. 4, Fall 1985, pp. 113–115

455. Organizational Commitment and Marketing ..... *Shelby D. Hunt, Lawrence B. Chonko, and Van R. Wood*
No. 1, Winter 1985, pp. 112–126

456. Person-Situation: Segmentation's Missing Link ..... *Peter R. Dickson*
No. 4, Fall 1982, pp. 56–64

457. Problems and Strategies in Services Marketing ..... *Valarie A. Zeithaml, A. Parasuraman, and Leonard L. Berry*
No. 2, Spring 1985, pp. 33–46

458. Product Elimination Decision Making: Does Formality Matter? ..... *George J. Avlonitis*
No. 1, Winter 1985, pp. 41–52

459. The Product Life Cycle: Analysis and Applications Issues ..... *George S. Day*
No. 4, Fall 1981, pp. 60–67

460. Product Quality, Cost Position and Business Performance: A Test of Some Key Hypotheses ..... *Lynn W. Phillips, Dae R. Chang, and Robert D. Buzzell*
No. 2, Spring 1983, pp. 26–43

461. Shortening of the PLC—An Empirical Test ..... *William Qualls, Richard W. Olshavsky, and Ronald E. Michaels*
No. 4, Fall 1981, pp. 76–80

462. STEMCOM: An Analytical Model for Marketing Control ..... *Subhash Sharma and Dale D. Achabal*
No. 2, Spring 1982, pp. 104–113

463. Strategic Marketing: Betas, Boxes, or Basics ..... *Robin Wensley*
No. 3, Summer 1981, pp. 173-182

464. Strategic Marketing Planning by Product Managers—Room for Improvement? ..... *Thomas J. Cossé and John E. Swan*
No. 3, Summer 1983, pp. 92–102

465. STRATPORT: A Decision Support System for Strategic Planning ..... *Jean-Claude Larréché and V. Srinivasan*
No. 4, Fall 1981, pp. 39–52

466. Top Management's Concerns about Marketing: Issues for the 1980's ..... *Frederick E. Webster, Jr.*
No. 3, Summer 1981, pp. 9–16

467. Toward a Theory of the Product Life Cycle: Explaining Diversity ..... *David F. Midgley*
No. 4, Fall 1981, pp. 109–115

468. Understanding Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
No. 2, Spring 1985, pp. 137–142

PRICING

469. Cash Discounts to Retail Customers: An Alternative to Credit Card Sales ..... *Charles A. Ingene and Michael Levy*
No. 2, Spring 1982, pp. 92–103

470. Comments on "The Impact of Advertising on the Price of Consumer Products" ..... *James M. Ferguson*
No. 1, Winter 1982, pp. 102–105

471. Commercial Use of Conjoint Analysis: A Survey ..... *Philippe Cattin and Dick R. Wittink*
No. 3, Summer 1982, pp. 44–53

472. Diagnosing the Experience Curve ..... *George S. Day and David B. Montgomery*
No. 2, Spring 1983, pp. 44–58

473. An Empirical Evaluation of Aggregation Approaches for Developing Market Segments ..... *Terry Elrod and Russell S. Winer*
No. 4, Fall 1982, pp. 65–74

474. Experience Curves and Dynamic Demand Models: Implications for Optimal Pricing Strategies ..... *Robert J. Dolan and Abel P. Jeuland*
No. 1, Winter 1981, pp. 52–62

475. On Cash Discounts to Retail Customers: Further Evidence ..... *R. M. Grant*
No. 1, Winter 1985, pp. 145–146

476. Reply to "Comments on 'The Impact of Advertising on the Price of Consumer Products'" ..... *Paul W. Farris and Mark S. Albion*
No. 1, Winter 1982, pp. 106–107

477. Resale Price Maintenance: Is It Safe to Suggest Retail Prices? ..... *Mary Jane Sheffet and Debra L. Scammon*
No. 4, Fall 1985, pp. 82–91

478. A Theoretical and Empirical Evaluation of Price Deals for Consumer Nondurables ..... *Robert C. Blattberg, Gary D. Epen, and Joshua Lieberman*
No. 1, Winter 1981, pp. 116–129

479. Unit Pricing Ten Years Later: A Replication ..... *David A. Aaker and Gary T. Ford*
No. 1, Winter 1983, pp. 118–122

480. Using a Natural Experiment to Estimate Price Elasticity: The 1974 Sugar Shortage and the Ready-to-eat Cereal Market ..... *Scott A. Neslin and Robert W. Shoemaker*
No. 1, Winter 1983, pp. 44–57

PRODUCT MANAGEMENT

481. Analyzing Fashion Life Cycles—Principles and Perspectives ..... *George B. Sproles*
No. 4, Fall 1981, pp. 116–124

482. Applying Financial Portfolio Theory to Product Portfolio Decisions: An Empirical Study ..... *Richard N. Cardozo and David K. Smith, Jr.*
No. 2, Spring 1983, pp. 110–119

483. An Approach for Assessing Demographic and Price Influences on Branch Purchase Behavior ..... *J. Morgan Jones and Fred S. Zufryden*
No. 1, Winter 1982, pp. 36–46

484. A Boundary Theory Investigation of the Product Manager's Role ..... *Steven Lysonski*
No. 1, Winter 1985, pp. 26–40

485. A Customer-oriented Approach for Determining Market Structures ..... *Rajendra K. Srivastava, Mark I. Alpert, and Allan D. Shocker*
No. 2, Spring 1984, pp. 32–45

486. The Development of Distinct Choice Process Segments Over Time: A Stochastic Modeling Approach ..... *Donald R. Lehmann, William L. Moore, and Terry Elrod*
No. 2, Spring 1982, pp. 48–59

487. An Evolutionary Approach to Product Growth Theory ..... *Gerald J. Tellis and C. Merle Crawford*
No. 4, Fall 1981, pp. 125–132

488. International Product Life Cycle: A Reassessment and Product Policy Implications ..... *Igal Ayal*
No. 4, Fall 1981, pp. 91–96

489. Market Structure Analysis: Hierarchical Clustering of Products Based on Substitution-in-Use ..... *Rajendra K. Srivastrava, Robert P. Leone, and Allan D. Shocker*
No. 3, Summer 1981, pp. 38–48

490. Marketing Strategies in the Age of Generics ..... *Brian F. Harris and Roger A. Strang*
No. 4, Fall 1985, pp. 70–81

491. Measuring Price and Quality Competition ..... *David J. Curry*
No. 2, Spring 1985, pp. 106–117

492. Modeling the Product Life Cycle for Consumer Durables ..... *Stephen G. Harrell and Elmer D. Taylor*
No. 4, Fall 1981, pp. 68–75

493. New Product Models for Test Market Data ..... *Chakravarthi Narasimhan and Subrata K. Sen*
No. 1, Winter 1983, pp. 11–24

494. New Product Scenarios: Prospects for Success ..... *Roger Calantone and Robert G. Cooper*
No. 2, Spring 1981, pp. 48–60

495. On the Use of Financial Portfolio Theory in Marketing Decisions: A Reply to Devinney, Stewart, and Shocker ..... *Richard N. Cardozo and David K. Smith, Jr.*
No. 4, Fall 1985, pp. 113–115

496. The Organization of Marketing Activities: A Contingency Theory of Structure and Performance ..... *Robert W. Ruekert, Orville C. Walker, Jr., and Kenneth J. Roering*
No. 1, Winter 1985, pp. 13–25

497. Product Elimination Decision Making: Does Formality Matter? ..... *George J. Avlonitis*
No. 1, Winter 1985, pp. 41–52

498. The Product Life Cycle: Analysis and Applications Issues ..... *George S. Day*
No. 4, Fall 1981, pp. 60–67

499. Shortening of the PLC—An Empirical Test ..... *William Qualls, Richard W. Olshavsky, and Ronald E. Michaels*
No. 4, Fall 1981, pp. 76–80

500. Strategic Marketing Planning by Product Managers—Room for Improvement? ..... *Thomas J. Cossé and John E. Swan*
No. 3, Summer 1983, pp. 92–102

501. Striking a Balance between Brand "Popularity" and Brand Loyalty ..... *S. P. Raj*
No. 1, Winter 1985, pp. 53–59

502. Toward a Theory of the Product Life Cycle: Explaining Diversity ..... *David F. Midgley*
No. 4, Fall 1981, pp. 109–115

503. Using a Natural Experiment to Estimate Price Elasticity: The 1974 Sugar Shortage and the Ready-to-eat Cereal Market ..... *Scott A. Neslin and Robert W. Shoemaker*
No. 1, Winter 1983, pp. 44–57

RETAILING

504. Alternatives to the Traditional Retail Store Audit: A Field Study ..... *V. Kanti Prasad, Wayne R. Casper, and Robert J. Schieffer*
No. 1, Winter 1984, pp. 54–61

505. The Bass New Product Growth Model: A Sensitivity Analysis for a High Technology Product ..... *Douglas Tigert and Behrooz Farivar*
No. 4, Fall 1981, pp. 81–90

506. Cash Discounts to Retail Customers: An Alternative to Credit Card Sales ..... *Charles A. Ingene and Michael Levy*
No. 2, Spring 1982, pp. 92–103

507. Comments on "Labor Productivity in Retailing" ..... *Marie Adele Hughes and Ray R. Serpkenci*
No. 2, Spring 1985, pp. 118–123

508. Formulating Retail Location Strategy in a Changing Environment ..... *Avijit Ghosh and Samuel Craig*
No. 3, Summer 1983, pp. 56–68

509. Further Reflections on Cash Discounts ..... *Charles A. Ingene and Michael Levy*
No. 1, Winter 1985, pp. 147–148

510. Labor Productivity in Retailing: What Do We Know and How Do We Know It? ..... *Charles A. Ingene*
No. 4, Fall 1985, pp. 99–106

511. Marketing Strategies in the Age of Generics ..... *Brian F. Harris and Roger A. Strang*
No. 4, Fall 1985, pp. 70–81

512. Measuring the Congruence of Market Areas ..... *David L. Huff and Roland T. Rust*
No. 1, Winter 1984, pp. 68–74

513. A Note on Generic Purchaser Generalizations and Subcultural Variations ..... *Robert E. Wilkes and Humberto Valencia*
No. 3, Summer 1985, pp. 114–120

514. On Cash Discounts to Retail Customers: Further Evidence ..... *R. M. Grant*
No. 1, Winter 1985, pp. 145–146

515. Residual Income Analysis: A Method of Inventory Investment Allocation and Evaluation ..... *Michael Levy and Charles A. Ingene*
No. 3, Summer 1984, pp. 93–104

516. Sampling Issues in Trade Area Maps Drawn from Shopper Surveys ..... *Edward Blair*
No. 1, Winter 1983, pp. 98–106

517. A Theoretical and Empirical Evaluation in Price Deals for Consumer Nondurables ..... *Robert C. Blattberg, Gary D. Epen, and Joshua Lieberman*
No. 1, Winter 1981, pp. 116–129

518. Using Background Music to Affect the Behavior of Supermarket Shoppers ..... *Ronald E. Milliman*
No. 3, Summer 1982, pp. 86–91

SALES MANAGEMENT AND SELLING

519. An Attitude-Behavior Framework for Distribution Channel Management ..... *Gary L. Frazier and Jagdish N. Sheth*
No. 3, Summer 1985, pp. 38–48

520. The Buying Center: Structure and Interaction Patterns ..... *Wesley J. Johnston and Thomas V. Bonoma*
No. 3, Summer 1981, pp. 143–156

521. Consumers' Decision Plans and Subsequent Choice Behavior ..... *C. Whan Park, Robert W. Hughes, Vinod Thukral, and Roberto Friedmann*
No. 2, Spring 1981, pp. 33–47

522. Decision-Specific Conflict in Organizational Buyer Behavior ..... *Michael J. Ryan and Morris B. Holbrook*
No. 3, Summer 1982, pp. 62–68

523. Effectiveness in Sales Interactions: A Contingency Framework ..... *Barton A. Weitz*
No. 1, Winter 1981, pp. 85–103

524. Industrial Buyer Image of the Saleswoman ..... *John E. Swan, David R. Rink, G. E. Kiser, and Warren S. Martin*
No. 1, Winter 1984, pp. 110–116

525. Industrial Salesperson Development: A Career Stages Perspective ..... *William L. Cron*
No. 4, Fall 1984, pp. 41–52

526. The Job Characteristics of Industrial Salespersons: Relationship to Motivation and Satisfaction ..... *Richard C. Becherer, Fred W. Morgan, and Lawrence M. Richard*
No. 4, Fall 1982, pp. 125–135

527. Preparing the Student for a Career in a Rapidly Developing Field: A Review of Three Sales Management Textbooks ..... *Adrian B. Ryans*
No. 4, Fall 1981, pp. 146–149

528. Relational Communication: Form versus Content in the Sales Interaction ..... *Gary F. Soldow and Gloria Penn Thomas*
No. 1, Winter 1984, pp. 84–93

529. The Relationship of Satisfaction and Performance to Salesforce Turnover ..... *Charles M. Futrell and A. Parasuraman*
No. 4, Fall 1984, pp. 33–40

530. Relative Importance of Key Job Dimensions and Leadership Behaviors in Motivating Salesperson Work Performance ..... *Pradeep K. Tyagi*
No. 3, Summer 1985, pp. 76–86

531. Risk Handling Strategies in Industrial Vendor Selection Decisions ..... *Christopher P. Puto, Wesley E. Patton III, and Ronald H. King*
No. 1, Winter 1985, pp. 89–98

532. A Role Stress Model of the Performance and Satisfaction of Industrial Salespersons ..... *Douglas N. Behrman and William D. Perreault, Jr.*
No. 4, Fall 1984, pp. 9–21

533. A Script-theoretic Analysis of Industrial Purchasing Behavior ..... *Thomas W. Leigh and Arno J. Rethans*
No. 4, Fall 1984, pp. 22–32

534. A Structural Equation Investigation of the Pay Satisfaction-Valence Relationship among Salespeople ..... *Gilbert A. Churchill, Jr. and Anthony Pecotich*
No. 4, Fall 1982, pp. 114–124

SOCIAL ASPECTS OF MARKETING

535. American Jewish Ethnicity: Its Relationship to Some Selected Aspects of Consumer Behavior ..... *Elizabeth C. Hirschman*
No. 3, Summer 1981, pp. 102–110

536. The AT&T Settlement: Legal Summary, Economic Analysis, and Marketing Implications ..... *Ben M. Enis and E. Thomas Sullivan*
No. 1, Winter 1985, pp. 127–136

537. Consumer/Voter Behavior in the Passage of the Michigan Container Law ..... *Lawrence A. Crosby, James D. Gill, and James R. Taylor*
No. 2, Spring 1981, pp. 19–32

538. A Contingency Framework for Understanding Ethical Decision Making in Marketing ..... *O. C. Ferrell and Larry G. Gresham*
No. 3, Summer 1985, pp. 87–96

539. Credit Scoring Systems: A Critical Analysis ..... *Noel Capon*
No. 2, Spring 1982, pp. 82–91

540. The Diffusion of Trade Association Advertising Self-regulation ..... *Priscilla A. LaBarbera*
No. 1, Winter 1983, pp. 58–67

541. A Framework for Evaluating Consumer Information Regulation ..... *Michael B. Mazis, Richard Staelin, Howard Beales, and Stephen Salop*
No. 1, Winter 1981, pp. 11–21

542. The Macromarketing/Micromarketing Dichotomy: A Taxonomical Model ..... *Shelby D. Hunt and John J. Burnett*
No. 3, Summer 1982, pp. 11–26

543. Marketing and Machiavellianism ..... *Shelby D. Hunt and Lawrence B. Chonko*
No. 3, Summer 1984, pp. 30–42

544. Marketing and the Supreme Court in Transition: 1982–1984 ..... *Ray O. Werner*
No. 3, Summer 1985, pp. 97–105

545. The Marketing of Legal Services ..... *Donna K. Darden, William R. Darden, and G. E. Kiser*
No. 2, Spring 1981, pp. 123–134

546. Marketing Science in Germany ..... *Franz Böcker*
No. 1, Winter 1981, pp. 169–172

547. Marketing, Scientific Progress, and Scientific Method ..... *Paul F. Anderson*
No. 4, Fall 1983, pp. 18–31

548. Problems and Challenges in Social Marketing ..... *Paul N. Bloom and William D. Novelli*
No. 2, Spring 1981, pp. 79–88

549. The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900–1980 ..... *Richard W. Pollay*
No. 3, Summer 1985, pp. 24–37

550. Trademarks, Patents, and Innovation in the Ethical Drug Industry ..... *Meir Statman and Tyzoon T. Tyebjee*
No. 3, Summer 1981, pp. 71–81

551. Understanding the Basis of Parental Concern and Reaction to Children's Food Advertising ..... *Sanford L. Grossbart and Lawrence A. Crosby*
No. 3, Summer 1984, pp. 79–92

AUTHOR INDEX

	Item Number
Aaker, David A.	4, 26, 103, 108, 262, 344, 430, 479
Achabal, Dale D.	301, 462
Achrol, Ravi Singh	212, 359
Albion, Mark S.	17, 37, 476
Allaway, Arthur W.	192, 328, 428
Alpert, Mark I.	319, 421, 485
Alwitt, Linda F.	11, 31, 72
Anderson, James C.	176, 218, 384
Anderson, Paul F.	182, 270, 377, 378, 396, 437, 547
Arndt, Johan	162, 199, 219, 388, 392
Assael, Henry	337
Avlonitis, George J.	294, 458, 497
Ayal, Igal	193, 196, 429, 488
Bagozzi, Richard P.	115, 339, 394
Bartels, Robert	369
Beales, Howard	105, 138, 541
Becherer, Richard C.	173, 526
Behrman, Douglas N.	184, 532
Bello, Daniel C.	126, 189, 206
Benedetti, Lois H.	122, 335, 447
Berry, Leonard L.	230, 234, 245, 293, 356, 457
Biehal, Gabriel J.	64, 231
Bishop, William S.	188, 309
Black, William C.	222, 320, 341
Blair, Edward A.	10, 71, 137, 340, 516
Blasko, Vincent J.	24, 164, 236
Blattberg, Robert C.	97, 313, 478, 517
Bloch, Peter H.	98
Bloom, Paul N.	227, 292, 548
Böcker, Franz	82, 202, 269, 546
Boddewyn, J. J.	2, 101, 125
Bon, J.	205
Bonoma, Thomas V.	166, 520
Bourgeois, Jacques	32, 73, 191
Brown, James R.	366
Bruzzone, Donald E.	4, 26, 103
Burdick, Richard K.	179
Burnett, John J.	372, 542
Burnett, Stephen C.	177, 283, 451
Buss, W. Christian	32, 73, 191
Buzzell, Robert D.	296, 349, 393, 415, 460
Caballero, Marjorie J.	18, 38, 92
Cady, John F.	150, 220
Calantone, Roger	285, 409, 494
Capon, Noel	81, 133, 145, 146, 225, 441, 539
Cardozo, Richard N.	240, 287, 414, 454, 482, 495
Carroll, J. Douglas	74, 324, 404
Casper, Wayne R.	312, 504
Cattin, Philippe	316, 403, 471
Chakravarti, Dipankar	34, 121, 273, 380, 439
Chambers, Terry M.	182, 396
Chang, Dae R.	296, 393, 460
Charnes, A.	373
Chattopadhyay, Amitava	273, 380, 439
Choffray, J. M.	205
Chonko, Lawrence B.	267, 289, 374, 389, 455, 543
Churchill, Gilbert A., Jr.	534
Cohen, Dorothy	22, 154
Cook, Victor J., Jr.	272, 284, 306, 379, 386, 401, 438, 452, 468
Cooper, Robert G.	285, 409, 494
Cooper, W. W.	373
Corstjens, Marcel	239
Cossé, Thomas J.	303, 464, 500
Craig, Samuel	427, 508
Crawford, C. Merle	361, 425, 487
Cron, William L.	170, 525
Crosby, Lawrence A.	21, 61, 62, 99, 131, 210, 537, 551
Curry, David J.	278, 446, 491
Czepiel, John A.	91, 235, 397
Dajani, Jarir S.	224, 232, 323
Darden, Donna K.	15, 545
Darden, William R.	15, 545
Davis, Harry L.	86, 203, 333
Day, George S.	250, 277, 295, 382, 422, 445, 459, 472, 498
Deshpande, Rohit	290, 338, 390
Devinney, Timothy M.	286, 387, 453
Dickson, Peter R.	211, 251, 291, 357, 391, 456
Dodson, Joe A.	434
Dolan, Robert J.	313, 426, 474
Douglas, Susan P.	86, 203, 333
Doyle, Peter	113, 174, 201, 239, 407, 432
Duncan, Calvin P.	29, 69
Dwyer, F. Robert	208, 350
Elrod, Terry	68, 254, 473, 486
Enis, Ben M.	127, 416, 536
Epen, Gary D.	97, 478, 517
Farivar, Behrooz	117, 402, 505
Farris, Paul W.	17, 37, 476
Ferguson, James M.	27, 470

Fern, Edward F. 366
Ferrell, O. C. 248, 538
Flachsbart, Peter G. 224, 232, 323
Ford, Gary T. 42, 108, 111, 156, 344, 479
Fornell, Claes 109, 308
Frazier, Gary L. 207, 215, 216, 226, 241, 243, 260, 261, 264, 280, 367, 417, 431, 448, 519
Friedmann, Roberto 63, 247, 521
Frontczak, Nancy T. 29, 69
Futrell, Charles M. 529

Gaidis, William C. 3, 56, 351
Gaski, John F. 186, 223, 399
Ghosh, Avijit 427, 508
Gill, James D. 62, 537
Goldberg, Stephen M. 74, 324, 327, 404, 405
Gorn, Gerald J. 9, 30, 70, 136
Graham, John L. 188, 309
Grant, R. M. 475, 514
Green, Leila 11, 31, 72
Green, Paul E. 74, 324, 327, 404, 405
Green, Robert T. 192, 328, 428
Greene, C. Scott 149, 228
Gresham, Larry G. 248, 538
Grether, E. T. 151, 221, 395
Grossbart, Sanford L. 21, 99, 551
Gutman, Evelyn G. 91, 235, 397
Gutman, Jonathan 35, 85, 332

Hansen, Flemming 190, 317
Harmon, Robert R. 104, 246
Harrell, Stephen G. 281, 449, 492
Harris, Brian F. 271, 490, 511
Hartley, Rolfe G. 224, 232, 323
Hauser, John R. 80, 268, 435
Hawes, Jon M. 79
Healey, John S. 25, 102, 157
Heath, Robert L. 139
Henderson, Bruce D. 238
Hirschman, Elizabeth C. 54, 75, 237, 311, 326, 346, 347, 364, 535
Holbrook, Morris B. 75, 167, 274, 326, 331, 364, 522
Holloway, Douglas V. 274, 331
Hornik, Jacob 95
Howard, John A. 83, 381, 444
Howell, Roy D. 243, 417
Hoyer, Wayne D. 28, 36, 43, 66, 107, 112, 132, 148
Huff, David L. 279, 320, 334, 512
Hughes, Marie Adele 507
Hughes, Robert W. 63, 247, 521
Hunt, Shelby D. 158, 267, 289, 363, 372, 374, 389, 455, 542, 543
Hutt, Michael D. 175, 275, 440

Ingene, Charles A. 217, 257, 298, 352, 371, 469, 506, 509, 510, 515

Jackson, Donald W., Jr. 179
Jacobson, Robert 262, 430
Jacoby, Jacob 28, 36, 43, 66, 107, 112, 132, 148
Jain, Arun K. 76, 259, 413
Jeuland, Abel P. 426, 474
Johansson, Johny K. 265, 330, 433
Johnston, Wesley J. 166, 520
Jones, J. Morgan 348, 483
Jones, Michael H. 188, 309

Kassarjian, Harold H. 25, 102, 157
Keiser, Stephen K. 120, 168, 322
Keith, Janet E. 179
Keon, John 337
Kerin, Roger A. 213, 256
King, Ronald H. 183, 299, 531
Kiser, G. E. 15, 524, 545
Kosaka, Hiroshi 197, 263
Krapfel, Robert E., Jr. 144, 165, 375, 436

LaBarbera, Priscilla A. 8, 135, 540
Lagakos, Stephen W. 76, 259, 413
Landon, E. Laird, Jr. 10, 71, 137
Laric, Michael V. 6, 60, 130
Larréché, Jean-Claude 304, 465
Layton, Roger 204
Lazer, William 197, 263
Learner, D. B. 373
Leeflang, Peter S. 1, 23, 310
Lehmann, Donald R. 68, 486
Leigh, Thomas W. 185, 533
Leone, Robert P. 266, 443, 489
Leong, Siew Meng 161, 383
Levy, Michael 213, 256, 257, 298, 352, 469, 506, 509, 515
Levy, Sidney J. 78, 329, 368
Lieberman, Joshua 97, 478, 517
Lilien, Gary L. 14, 172, 195
Little, Blair 171, 194, 406
Little, John D. C. 5, 118
Little, Taylor L. 214, 233
Lodish, Leonard M. 5, 118
Lovelock, Christopher H. 229, 354, 419
Lowe, Larry S. 318
Lutz, Richard J. 81, 145
Lysonski, Steven 242, 484

McCarthy, Kathleen E. 11, 31, 72
McCrohan, Kevin F. 318
McEnally, Martha R. 79
McGuinness, Norman W. 171, 194, 406
MacLachlan, Douglas L. 265, 330, 433
McNeill, Dennis L. 16, 84, 147
Mahajan, Vijay 253, 320, 423
Malhotra, Naresh K. 76, 259, 413
Martin, Warren S. 524
Mazis, Michael B. 16, 84, 105, 138, 147, 541

Michaels, Ronald E. 300, 461, 499
Midgley, David F. 400, 467, 502
Miesing, Paul 149, 228
Miller, James Grier 315, 355
Milliman, Ronald E. 100, 307, 518
Mitchell, Andrew 34, 121
Mizerski, Richard W. 41, 110, 155
Montemayor, Mila 327, 405
Montgomery, David B. 250, 422, 472
Moore, Timothy E. 40, 96
Moore, William L. 68, 486
More, Roger A. 187, 342, 410
Morgan, Fred W. 141, 159, 173, 526
Morrison, Donald G. 343, 412
Motes, William H. 19, 39, 94
Murata, Shoji 197, 263

Nakanishi, Masao 198, 376
Narasimhan, Chakravarthi 124, 408, 493
Narus, James A. 176, 218, 384
Nedungadi, Prakash 273, 380, 439
Nelson, James E. 29, 69
Nelson, Margaret C. 28, 66, 132
Nelson, Richard Alan 139
Neslin, Scott A. 345, 480, 503
Nord, Walter R. 57, 244, 353
Novelli, William D. 227, 292, 548

Oliva, Terence A. 325, 362
Olshavsky, Richard W. 300, 461, 499
Olson, Jerry C. 370
Ostlund, Lyman E. 222, 341

Parasuraman, A. 230, 234, 245, 282, 293, 356, 385, 450, 457, 529
Park, C. Whan 63, 247, 521
Patti, Charles H. 24, 164, 236
Patton, Wesley E., III 183, 299, 531
Pecotich, Anthony 534
Perreault, William D., Jr. 184, 532
Peter, J. Paul 57, 244, 353, 370
Phillips, F. Y. 373
Phillips, Lynn W. 296, 393, 460
Pollay, Richard W. 20, 163, 549
Posch, Robert J., Jr. 128, 209, 418
Pras, B. 205
Prasad, V. Kanti 312, 504
Preston, Ivan L. 7, 67, 134
Pride, William M. 18, 38, 92, 214, 233
Puto, Christopher P. 183, 299, 531

Qualls, William 300, 461, 499

Raj, S. P. 501
Reibstein, David J. 12, 119, 321
Reidenbach, R. Eric 325, 362
Rentz, Joseph O. 58, 314, 420
Resnik, Alan J. 104, 246
Rethans, Arno J. 185, 533
Reuijl, Jan C. 1, 23, 310
Reve, Torger 212, 359
Reynolds, Fred D. 58, 314, 420
Richard, Lawrence M. 173, 526
Richins, Marsha L. 87, 98, 106
Rink, David R. 524
Robertson, Thomas S. 276, 442
Roering, Kenneth J. 288, 496
Rothschild, Michael L. 3, 56, 351
Ruekert, Robert W. 288, 496
Rust, Roland T. 279, 334, 512
Ryan, Michael J. 167, 522
Ryans, Adrian B. 114, 178, 527

Salop, Steven 105, 138, 541
Sands, Saul 128, 209, 418
Sarel, Dan 6, 59, 60, 129, 130
Saunders, John 174, 407, 432
Scammon, Debra L. 152, 297, 477
Schaninger, Charles M. 32, 73, 191
Schieffer, Robert J. 312, 504
Schlinger, Mary Jane Rawlins 11, 31, 72
Schul, Patrick L. 214, 233
Scott, Jerome E. 120, 168, 322
Sen, Subrata K. 124, 408, 493
Serpkenci, Ray R. 507
Shama, Avraham 65, 249
Sharma, Subhash 301, 462
Sheffet, Mary Jane 140, 152, 297, 477
Sheth, Jagdish N. 207, 226, 241, 264, 280, 431, 448, 519
Shimp, Terence A. 7, 67, 134
Shocker, Allan D. 266, 286, 319, 387, 421, 443, 453, 485, 489
Shoemaker, Robert W. 345, 480, 503
Silk, Alvin J. 86, 203, 333
Slama, Mark E. 93
Smith, David K., Jr. 240, 287, 414, 454, 482, 495
Smith, Robert E. 13, 33, 77
Soldow, Gary F. 90, 180, 528
Solomon, Michael R. 91, 235, 397
Speh, Thomas W. 175, 275, 440
Sproles, George B. 55, 116, 481
Srinivasan, V. 224, 232, 304, 323, 465
Srivastava, Rajendra K. 266, 319, 421, 443, 485, 489
Staelin, Richard 34, 104, 121, 138, 541
Statman, Meir 153, 411, 550
Stern, Louis W. 212, 359
Stewart, David W. 286, 387, 453
Strang, Roger A. 271, 490, 511
Sullivan, E. Thomas 127, 416, 536
Summers, John O. 215, 260
Surprenant, Carol 91, 235, 397
Swan, John E. 303, 464, 500, 524
Swinyard, William R. 13, 33, 77
Swire, Donald J. 253, 423

Tashchian, Armen 93
Taylor, Elmer D. 281, 449, 492
Taylor, James R. 61, 62, 131, 210, 537
Tellis, Gerard J. 361, 425, 487

Thomas, Gloria Penn 90, 180, 528
Thorelli, Hans B. 177, 283, 451
Thukral, Vinod 63, 247, 521
Tigert, Douglas 117, 402, 505
Tixier, D. 205
Trapp, Bart M. 122, 335, 447
Traver, Phyllis A. 12, 119, 321
Tyagi, Pradeep K. 181, 530
Tybout, Alice M. 80, 268, 435
Tyebjee, Tyzoon T. 153, 411, 550

Valencia, Humberto 89, 513
Varadarajan, P. 282, 385, 450
Vyas, Niren 169, 258, 365

Waldman, C. 205
Walker, Orville C., Jr. 208, 288, 350, 496
Webster, Frederick E., Jr. 305, 466
Webster, John 213, 256
Weinstein, David 14, 172, 195
Weitz, Barton A. 252, 358, 523
Wensley, Robin 277, 302, 382, 398, 445, 463
Werner, Ray O. 142, 143, 160, 544
Westbrook, Robert A. 109, 222, 308, 341
Wierenga, Berend 200
Wilkes, Robert E. 89, 513
Wilkie, William L. 16, 84, 147
Williamson, Nicholas C. 126, 189, 206
Wind, Yoram 253, 276, 423, 442
Winer, Russell S. 254, 473
Wittink, Dick R. 316, 403, 471
Wood, Van R. 289, 389, 455
Woodside, Arch G. 19, 39, 94, 169, 258, 365
Wyner, Gordon A. 122, 335, 447

Yalch, Richard 42, 111, 156

Zeithaml, Carl P. 255, 360, 424
Zeithaml, Valarie A. 88, 123, 230, 234, 245, 255, 293, 336, 356, 360, 424, 457
Zoltners, Andris A. 434
Zufryden, Fred S. 348, 483